

# ANNUAL REPORT

# 2022



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## MESSAGE FROM THE MAYOR

Over the last few years, downtown Orlando has experienced great growth, including doubling the amount of residents living in the urban core, expanding our world-class venues and the development of an education hub at Creative Village.

With more than \$1.4 billion underway in total development investment, more progress is on the way. And as we continue to move ahead after the impacts of the pandemic, now is the time to look forward to downtown's next reinvention and ensure the area has something for everyone.

In the pages ahead, you'll read about all we accomplished together in 2022. We are grateful to our community partners and businesses for contributing to our downtown and making meaningful experiences a reality for residents and visitors.

In the year ahead, I look forward to continuing to work together to help create a downtown that serves a real neighborhood for all.

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. I am thankful for the dedication and passion of our community, stakeholders, and team who strive to make a difference in downtown's economic development and in the lives of people in the communities we serve.

Last year, we continued to grow with exciting new developments, business openings, and experiences that kept people coming back, safely, to discover downtown Orlando. Our incentive programs helped to relocate several businesses to the area, notably Electronic Arts to Creative Village. And our neighborhoods were ranked as some of the top in the state!

Continuing on our mission to enhance the downtown experience, we launched the Downtown Action Plan (Project DTO 2.0), building upon Project DTO's earlier visioning work by creating an action oriented master plan for downtown Orlando that focuses on streets, civic spaces, mobility options, and districts and neighborhoods. We are so appreciative of each of you who have participated in our planning process, through interviews, surveys, and scan to plan activities. Your feedback has been invaluable and will help shape the trajectory downtown.

Project DTO 2.0 started in early 2022 and will continue throughout the year. If you're not already involved, I would encourage you to get engaged at [ProjectDTO.com](http://ProjectDTO.com).

I feel extremely proud to lead such a wonderful organization and witness the tremendous growth this year. And I know that we'll continue to work together to make our downtown the best it can be.

As we enter the new year, we will continue to assess ways to build upon our resiliency and strengthen the economic integrity of the region. We have so many exciting things ahead and we look forward to continuing to serve you and connect with you.

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	Census 2020	2022	2027
Population	13,574	19,501	21,300	23,338
Households	7,538	11,014	12,067	13,327
Families	1,761	-	2,550	2,763
Average Household Size	1.58	1.61	1.62	1.62
Owner Occupied Housing Units	1,581	-	2,137	2,243
Renter Occupied Housing Units	5,957	-	9,931	11,084
Median Age	37.3	-	38.4	39.1
Trends: 2022-2027 Annual Rate	Area	State	National	
Population	1.84%	0.61%	0.25%	
Households	2.01%	0.62%	0.31%	
Families	1.62%	0.59%	0.28%	
Owner HHs	0.97%	0.83%	0.53%	
Median Household Income	4.82%	3.75%	3.12%	
Households by Income	Number	Percent	Number	Percent
<\$15,000	1,907	15.8%	1,706	12.8%
\$15,000 - \$24,999	999	8.3%	898	6.7%
\$25,000 - \$34,999	847	7.0%	627	4.7%
\$35,000 - \$49,999	1,125	9.3%	981	7.4%
\$50,000 - \$74,999	2,091	17.3%	2,158	16.2%
\$75,000 - \$99,999	1,702	14.1%	1,996	15.0%
\$100,000 - \$149,999	1,740	14.4%	2,611	19.6%
\$150,000 - \$199,999	662	5.5%	1,143	8.6%
\$200,000+	994	8.2%	1,207	9.1%
Median Household Income	\$61,481		\$65,675	
Average Household Income	\$91,702		\$91,409	
Per Capita Income	\$51,867		\$54,229	
Population by Age	Census 2010	Census 2020	2022	2027
	Number	Percent	Number	Percent
0 - 4	509	3.7%	689	3.2%
5 - 9	407	3.0%	591	2.8%
10 - 14	318	2.3%	510	2.4%
15 - 19	355	2.6%	870	4.1%
20 - 24	1,158	8.5%	1,647	7.7%
25 - 34	3,592	26.5%	5,094	23.9%
35 - 44	1,875	13.8%	3,086	14.5%
45 - 54	1,663	12.3%	2,084	9.8%
55 - 64	1,129	8.3%	2,026	9.5%
65 - 74	924	6.8%	2,064	9.7%
75 - 84	956	7.0%	1,593	7.5%
85+	689	5.1%	1,046	4.9%
Race and Ethnicity	Census 2010	Census 2020	2022	2027
	Number	Percent	Number	Percent
White Alone	8,394	61.8%	10,132	52.0%
Black Alone	4,012	29.6%	4,812	24.7%
American Indian Alone	38	0.3%	53	0.3%
Asian Alone	442	3.3%	927	4.8%
Pacific Islander Alone	4	0.0%	17	0.1%
Some Other Race Alone	336	2.5%	1,186	6.1%
Two or More Races	348	2.6%	2,374	12.2%
Hispanic Origin (Any Race)	1,719	12.7%	3,913	20.1%

Data Note: Income is expressed in current dollars

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography. December 28, 2022

# DEVELOPMENT ACTIVITY



## DEVELOPMENT ACTIVITY

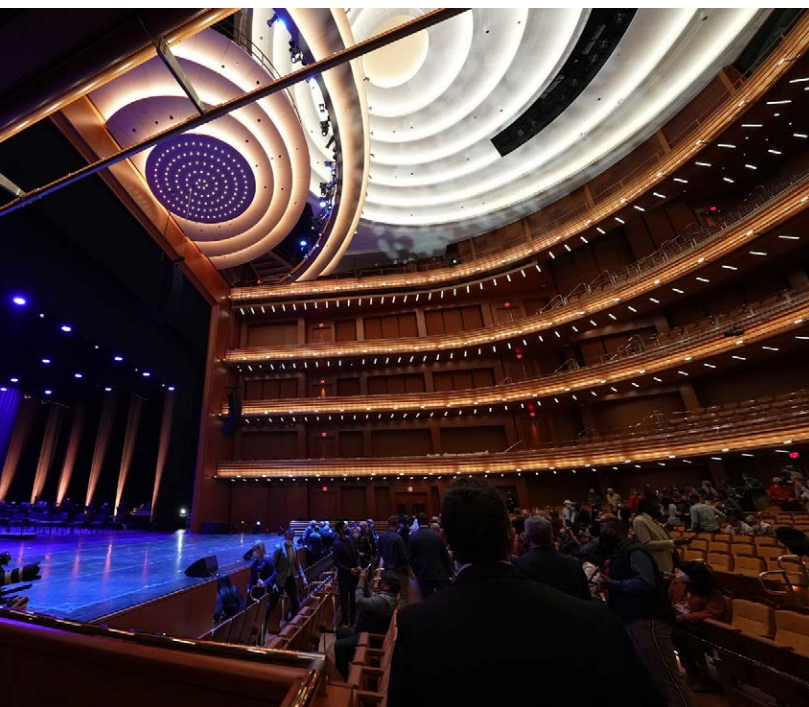
At the end of 2022, there were six residential/commercial/hospitality projects underway in downtown Orlando representing \$480.8 million in investment. These projects comprised of 1,296 residential units; 209 hotel rooms; 51,000 sq. ft. of retail space; and 331,800 sq. ft. of office space. Furthermore, there are 18 proposed projects representing more than \$1.38 billion in investment, featuring 4,272 residential units; 1,230 hotel rooms; 880,688 sq. ft. of retail space; and 935,595 sq. ft. of office space.

The downtown market saw the completion of several prominent projects during the year, with some of the most noteworthy developments in Creative Village. Among them includes Modera Creative Village at 505 Chatham Ave. - a \$75 million mixed-use development that includes 292 dwelling units and 10,000 sq. ft. of retail space. Additionally, Luminary Green was completed in late 2022. Luminary Green, a 2.3-acre city park, showcases a large, welcoming lawn for residents, students, workers, and visitors to gather, play, and enjoy the outdoors.

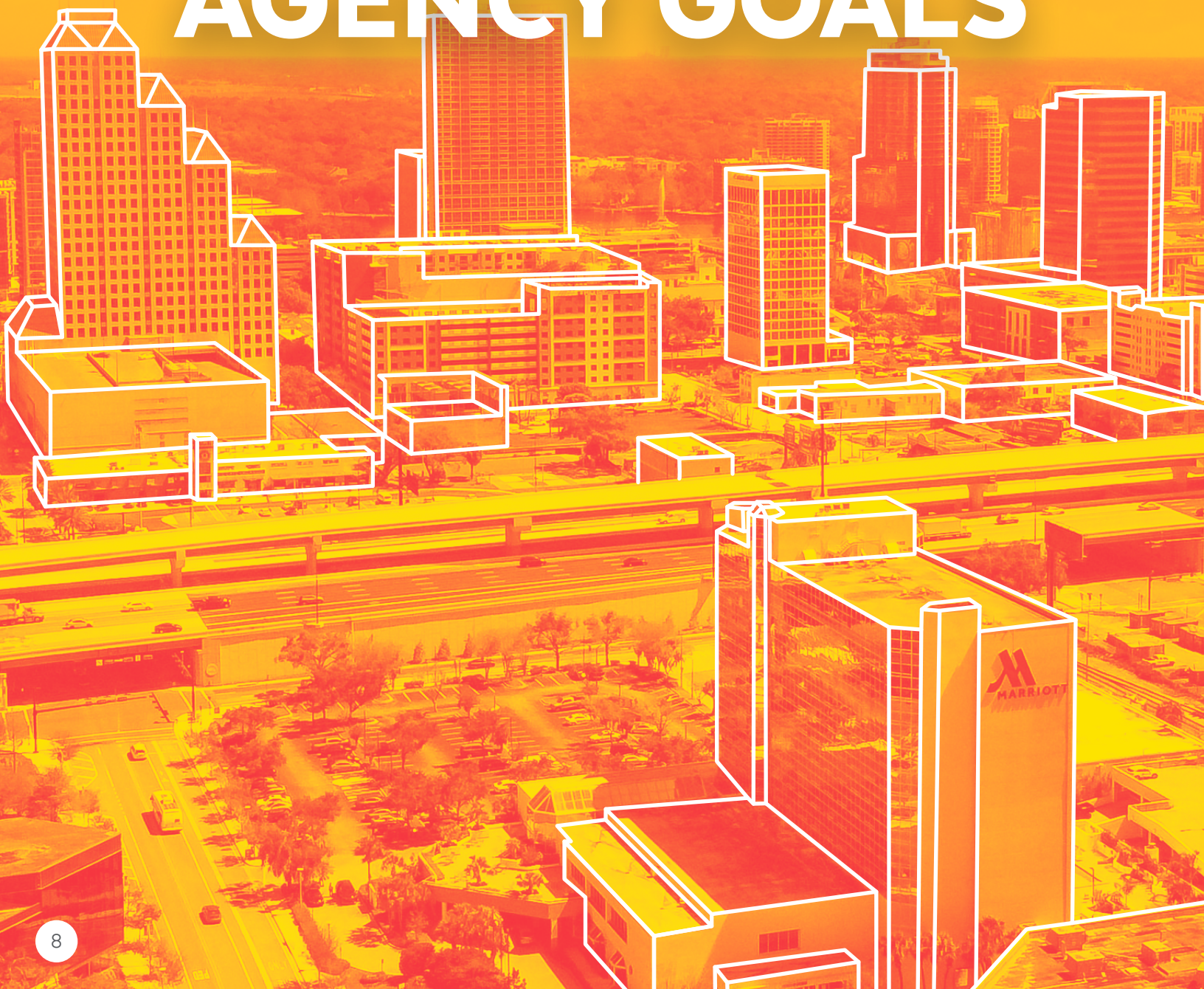


Another significant development includes the completion of construction at the Orlando Magic Training Facility with more than 100,000 sq. ft. of space, including a 30,000 sq. ft. orthopedic and sports medicine center that will be operated by AdventHealth. The training facility also features new practice courts, strength and conditioning, training, and recovery facilities, as well as an aquatic area with physical therapy areas and hydrotherapy pools. This project was completed in the second half of 2022.

Additional development includes the completion of Phase 2 of the Dr. Phillips Center for the Performing Arts, which includes the Steinmetz Hall, a state-of-the-art multiform theater that is one of the world's most acoustically perfect halls. This project was completed in the first half of 2022.



# COMMUNITY REDEVELOPMENT AGENCY GOALS





## COMMUNITY REDEVELOPMENT AGENCY 2022 PROJECTS

Projects	Proposed Budget	2022 Expenditures	Total Expenditures	Start Date	Completion Date
*CRA Single-Family Homes (Phase 3)	\$1,827,909.97	\$1,252,040.00	\$1,380,045.00	2/20/20	Ongoing
Holiday Décor	\$800,000.00	\$225,929.00	\$741,995.60	2/1/19	Ongoing
Streetscape Improvements	\$500,000.00	\$335,281.00	\$335,281.00	Annual	Annual
Art^2	\$4,500,000.00	\$593,881.00	\$675,150.00	3/1/20	Ongoing
Downtown Parklet Program	\$200,000.00	\$35,615.66	\$35,615.66	9/20/20	Ongoing
Downtown Action Plan	\$1,290,750.00	\$903,675.00	\$903,675.00	6/20/20	Ongoing
Creative Village Luminary Green	\$10,500,000.00	\$4,074,586.00	\$8,403,586.00	12/19/20	Ongoing
Ambassador Program	\$1,026,000.00	\$1,019,166.00	\$1,019,166.00	5/18/18	Ongoing
Community Policing Innovation	\$1,800,000.00	\$749,485.00	\$1,299,525.24	7/1/21	Ongoing
Downtown Lighting Improvement	\$1,750,000.00	\$209,401.00	\$209,401.00	Annual	Annual
Solidarity Open Space	\$190,000.00	\$169,358.00	\$169,358.00	1/1/22	Ongoing
1 N. Rosalind Ave. (Park)	\$500,000.00	-	-	6/28/22	Ongoing
<b>Total</b>	<b>\$24,884,659.97</b>	<b>\$9,568,417.66</b>	<b>\$15,172,798.50</b>		

\* Affordable housing initiative

## COMMUNITY REDEVELOPMENT AGENCY

### 2022 GRANT FUNDS AWARDED BY PROGRAMS

Programs	Awarded	2022 Expenditures	Total Expenditures	Start Date	Completion Date
<b>Downtown Commercial and Residential Building Improvement Program (DCRBIP)</b>					
Robert E. Clark, II Family Trust - 805 W Central St.	\$120,000.00	\$120,000.00	\$120,000.00	1/24/22	7/1/22
36 E Jackson LLC - 36 E. Jackson St. (Digital Brew)	\$22,602.50	-	-	9/26/22	Ongoing
Pup's Pub Orlando LLC - 317 N. Orange Ave. (Pup's Pub)	\$100,000.00	\$100,000.00	\$100,000.00	2/21/22	6/24/22
WPB Investment Group, LLC - 532 W. Church St. (District Gastobar)	\$36,675.00	-	-	9/26/22	Ongoing
Kress Building, LLC - 15 W. Church St.	\$54,895.00	-	-	8/15/22	Ongoing
Robert A. Yeager, Trustee - 124 S. Orange Ave.	\$35,430.00	-	-	8/15/22	Ongoing
Orange Family Partners, LLC - 112 S. Orange Ave. (Vyce Lounge)	\$100,000.00	-	-	12/5/22	Ongoing
642 West Church Street, L.L.C. - 642 W. Church Street	\$120,000.00	-	-	12/5/22	Ongoing
<b>Retail Stimulus Program</b>					
F & D Cantina TP LLC (F&D Cantina)	\$25,000.00	\$6,250.00	\$6,250.00	8/15/22	Ongoing
<b>High Wage/High Value Job Creation Program</b>					
Home Lending Pal, Inc.	\$990,500.00	-	-	2/7/22	Ongoing
Iron Galaxy Orlando, LLC	\$135,000.00	-	-	3/14/22	Ongoing
Granite Telecommunications, LLC	\$68,750.00	-	-	7/18/22	Ongoing
<b>Minority/Women Entrepreneur Business Assistance Program</b>					
RTW Photography, LLC	\$35,723.56	\$13,316.25	\$13,316.25	7/18/22	Ongoing
<b>TOTAL</b>	<b>\$1,844,576.06</b>	<b>\$239,566.25</b>	<b>\$239,566.25</b>		

# OFFICE MARKET AND EMPLOYMENT



## OFFICE MARKET AND EMPLOYMENT

The Downtown Orlando CRA's office market ended 2022 with an occupancy rate of 89.7%. At the end of 2022, most of the office space in the downtown Orlando CRA was Class A at 58.0%, followed by Class B with 21.5%, and Class C with 20.4% of the total share of office space within the CRA. In addition, office space categorized as Class C had the highest occupancy rate at 97.2%, followed by Class B and Class A space with occupancy rates of 89.8% and 87.1% respectively, as of year-end 2022. Between Q1 2022 and Q4 2022, a total of 584,046 sq. ft. of office space was leased in the downtown Orlando CRA.

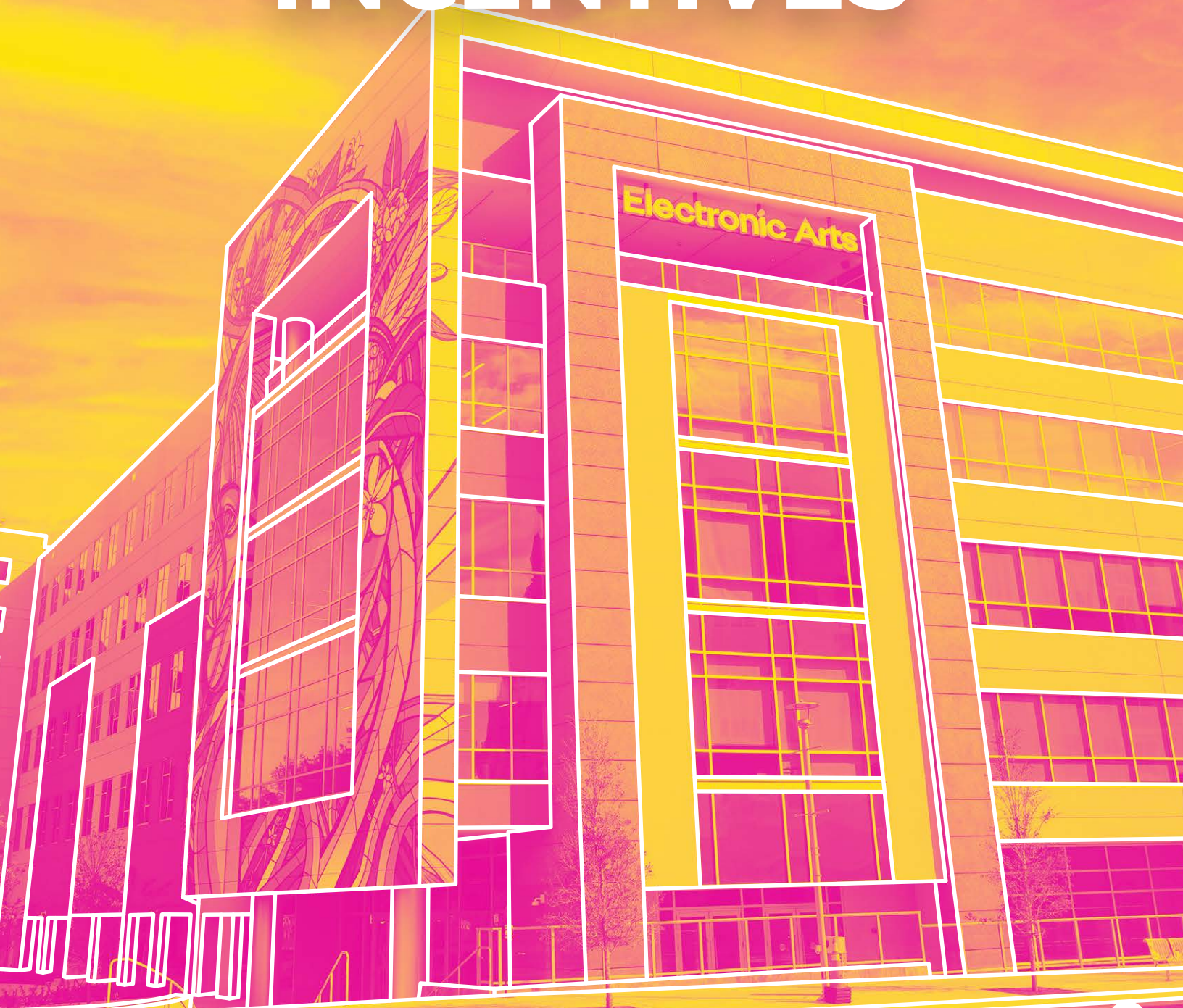
Some notable leasing activities were Kimley Horn and Associates at 200 S. Orange Ave. (39,642 sq. ft.) and 222 S. Orange Ave. (24,926 sq. ft.); Regions Bank at 111 N. Orange Ave. (18,003 sq. ft.); Berkadia at 300 S. Orange Ave. (15,381 sq. ft.); Public Title Services at 222 S. Orange Ave. (14,178 sq. ft.); and Robert Half Recruiters at 301 E. Pine St. (12,812 sq. ft.).

**89.7%**  
**OCCUPANCY RATE**

**584,046 SQ. FT.**  
**OF OFFICE SPACE LEASED**  
**BETWEEN Q1 2022 AND Q4 2022**



# BUSINESS INCENTIVES



## **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. Eight DCRBIP applicants were approved for funding in 2022, totaling \$589,602.50.

A devastating electrical fire in November 2021 forced J. Henry's Barber Shop, a mainstay of the Parramore community for almost three decades, to close. Now, the historic space at 642 W. Church Street will soon be rebuilt, thanks to help from the City of Orlando's Community Redevelopment Agency's (CRA) Downtown Commercial and Residential Building Improvement Program (DCRBIP).

Building owner, Virginia Faulkner, received approval for funding from the CRA totaling \$120,000 to go toward rebuilding the 73-year-old historic building. J. Henry's Barber Shop expects to reopen in 2023 along with other future retailers.

As a result of this funding, existing - and new retailers - will be able to have a space in the historic Paramore neighborhood, providing opportunity to support and showcase small business owners in a prime area. This in turn supports the long-term viability of downtown Orlando.

Additionally, Digital Brew was approved for \$22,602.50 in funding assistance for signage, roof, HVAC, and painting for the property located at 36 E. Jackson St. The applicant's capital investment in the project is estimated at \$45,205.

The Kress Building was approved for a total of \$90,325.00 in funding

assistance for exterior improvement, cleaning, painting, and canopy repairs for the property located at 15 W. Church St. and 124 S. Orange Ave. The applicant's capital investment in this project is estimated at \$210,000.00.

Lastly, Pup's Pub was approved for \$100,000 in funding assistance for HVAC, painting, electrical, plumbing, concrete work and life safety improvements for the property located at 317 N. Orange Ave. The applicant's capital investment in the project is estimated at \$594,745.50.

## **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.

Life is a beautiful thing, that's why perfectly capturing those big life moments is so important. Whether it is a graduation, wedding, new job, or big event, RTW Photography is here to perfectly capture those special moments.

RTW Photography started as Ride The Wave Photography in 2016 when Derrious picked up a camera to fulfill his dream of showcasing the latest fashion trends.



In 2017, fellow photographer, classmate, and fraternity brother Tre saw an opportunity to join forces and grow the business. Originally sought after by college students across the state of Florida, RTW grew to include portrait-style photography, becoming well-known for its iconic graduation photos.

Since 2017, RTW Photography has continued to grow, taking on new partner LaVell Monger and expanding the company to include wedding photography, story-telling, videography and even commercial services.

As a Black-owned business located in Parramore, RTW qualified for the Minority/Women Entrepreneur Business Assistance (MEBA) Program funding assistance. Last year, the Community Redevelopment Agency (CRA) approved RTW Photography for more than \$35,000 that will be used for capital equipment, rent abatement, and marketing.

We are proud to offer incentives that help attract and retain existing minority-owned businesses to downtown Orlando.



## RETAIL STIMULUS PROGRAM

The Retail Stimulus Program helps businesses achieve high quality buildout in downtown Orlando and provide an additional incentive to major retailers considering downtown as a potential destination.

**F&D Cantina** is a Mexican Cantina serving traditional Mexican food which expanded to include a downtown Orlando



location offering lunch, dinner, and brunch on weekends. The 3,800 sq. ft. space received \$25,000 for rent abatement from the Retail Stimulus Program. With their original location in Lake Mary, the downtown Orlando location represents their second location.

**Trophy Room** is an elevated retail boutique that pays homage to Michael Jordan’s NBA career and offers footwear, apparel, and memorabilia. Trophy Room, formerly located in Disney Springs, received funding from the CRA to assist in their downtown relocation.

## **SPECIAL EVENT GRANTS PROGRAM LAUNCHES**

The Special Event Grants Program supports diverse arts and cultural opportunities to encourage a variety of entertainment within the area as contemplated in the CRA’s Downtown Orlando Community Redevelopment Area Plan.

The purpose of this program is to provide funding to support events that promote the goals and objectives of CRA’s Redevelopment Plan for the area, the DTOutlook.

Last year, the program supported 22 events.

## **S.A.F.E. PROGRAM**

In 2022, the CRA implemented several initiatives to further efforts against violent crime in downtown Orlando.

Building on this continued commitment, CRA approved the Safety Awareness for Everyone (S.A.F.E.) Program, creating an incentive for businesses and properties to purchase and install security measures that are intended to help deter crime, provide a safer environment for business owners, employees, and visitors, and improve the perception of fueling a safer downtown

Entertainment businesses including, but not limited to, bars, nightclubs, and entertainment venues located within the CRA are eligible for funding to purchase and install security measures which include identification scanners, security cameras, and metal detection systems.

The City of Orlando and CRA are continuing to work together to advance the enhancement of visible police presence in downtown.

These actions are another step as part of our comprehensive look at safety measures within downtown and understanding what long-term impacts some of these could have at increasing safety for everyone in the area.

## **HIGH WAGE/HIGH VALUE**

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.

### **Granite Telecommunications**

We all know how important our technology is to our day to day lives. Granite Telecommunications provides one-stop solutions for voice, data, internet, wireless, video and more. Their goal is to create a flexible communications solutions tailored to their customers.







Orlando City Council and the CRA approved a package of actions including the Public Transportation Incentive, Downtown Living Incentive, and STRIVE to support the growth of Granite Telecommunications - a \$1.75 billion provider of telecommunications services that administers one-stop solutions for voice, data, internet access, wireless, video, and secure network options.

With this support, Granite Telecommunications plans to grow their existing downtown offices and create 25 new jobs over three years with a median annual salary of \$65,300, which is 115% above the average annual private-sector wage in Orange County.

### Home Lending Pal

In recent years, our city and its many partners have worked together to diversify our economy, bring high-wage, high-value jobs to Orlando, continue to grow our targeted industry sectors and accelerate downtown's reputation as a place for headquarters and other businesses to relocate, expand and thrive.

Last year, the Orlando City Council and the CRA approved a package of actions to support the relocation of Home Lending Pal's headquarters to downtown Orlando, including the Public Transportation Incentive, Downtown Living Incentive, and STRIVE.

Home Lending Pal is an artificial intelligence-powered mortgage advisor advocating on behalf of the consumer to promote mortgage equality and make recommendations for affordability and approval likelihood with different lenders in a transparent way.

Home Lending Pal plans to create 275 new high-value jobs over five years with a median annual salary of \$110,000.00 which is above 200% of the National Median Wage. Additionally, the organization is considering initially leasing 13,000 square feet of office space in downtown Orlando with additional square footage to be acquired as additional jobs are added.

Innovative companies and industries are essential to strong demand growth. Programs like the High Wage/High Value program increase job creation and remove obstacles to job growth, thereby stimulating economic recovery.

### Iron Galaxy Studios



On March 14, the CRA approved a package of actions to support the relocation of Iron Galaxy Studios to downtown Orlando, including the Public Transportation Incentive and Downtown Living Incentive.

With their headquarters located in Chicago, Iron Galaxy Orlando, LLC is the second-largest privately held video game developer in North America that helps other game developers create their games through their services division, as well as creating their own games from time to time. Iron Galaxy Orlando, LLC was approved for up to \$135,000.00 in funding assistance to create 90 new high-value jobs over five years. Iron Galaxy Orlando, LLC's total capital investment is estimated to be \$3.75 million in the build-out and equipment in 2022.



Last year, we celebrated the opening of AssuredPartners on Orange Ave.

The company chose a downtown location for its new headquarters due to its connectivity and attractive features to young working professionals. Proximity to SunRail and cultural amenities like the Dr. Phillips Center for the Performing Arts and Amway Center, within walking distance, were significant motivating factors in the company's decision.

AssuredPartners is participating in the city's STRIVE Orlando and CRA High-Wage High Value programs.

# DOWNTOWN ORLANDO TRANSFORMATIONS



## PROJECT DTO 2.0

Project DTO (Downtown Orlando) was a comprehensive visioning process launched in 2014 by the CRA and was focused on advancing downtown Orlando. It resulted in the creation of two vital plans: the DTO Vision Plan and DTOutlook, the updated downtown Orlando Community Redevelopment Area Plan. Together, these plans charted the vision for downtown Orlando's future and identified fundamental big ideas expressed by the community. Recommendations from Project DTO spanned a wide array of ideas and initiatives that included: improving bicycle and pedestrian amenities, increasing parks and open space, recruiting major corporate anchors and high-wage jobs, expanding neighborhood associations and housing options, and encouraging architecture that creates a signature skyline in our downtown.

Now we are developing the Downtown Action Plan (Project DTO 2.0) to take those big, transformational ideas and cast them into implementable strategies and concepts. Converting the vision established with Project DTO into reality requires a data-driven action plan. Project DTO 2.0 launched in early 2022 and builds upon Project DTO's earlier visioning work by creating an action oriented master plan for downtown Orlando that focuses on streets, civic spaces, mobility options, and districts and neighborhoods – each of these systems that contribute to our experiences in downtown. Master planning downtown Orlando will involve several phases conducted throughout the year, beginning with a Walkable City Audit to analyze the state of downtown today.

Project DTO 2.0 started in early 2022 and will continue throughout the year. The project culminates in the creation of the action plan for implementing the strategies and concepts that will be identified throughout the course of the project.

### THE FOUR PILLARS



## DIGITAL KIOSKS INSTALLED

Downtown Orlando is surrounded by a diverse array of distinct Main Street Districts, historic neighborhoods, established residential areas, community business enclaves, and developments. To amplify accessibility and mobility, streets must be transformed for walking that connect people from home to work to the arts, sports, entertainment, and businesses. A well-connected system necessitates intuitive wayfinding.

In September, five digital kiosks were installed in downtown Orlando as part of a 12-month pilot program to help residents and guests find information on downtown points of interest, transit options, local events, and more.

The kiosks add to the existing wayfinding improvements we have already implemented, including updating downtown vehicular wayfinding, and adding lit parking garage signs to all city garages.

These efforts all serve to ignite memorable experiences as we all strive to get around and connect with our community.



## 2022 BEST PLACES TO LIVE IN THE ORLANDO AREA\*

- No. 2: Downtown Orlando;
- No. 3: Uptown Orlando (North Quarter)
- No. 4: Thornton Park

\*Niche 2022

## CHEERS TO 100 YEARS!

October 2022 marked 100 years since Callahan opened its doors as Jones High School in 1922. The building was turned into an elementary school once Jones H.S. moved into its current location on Rio Grande Road in 1952. Named after the black physician Dr. J.B. Callahan, Callahan Elementary closed during desegregation in 1970.

In 1976, Callahan residents and Callahan Neighborhood Association leaders began efforts to finance renovations and save the community landmark, but time and lack of maintenance made it difficult. When the city stepped in to turn the site into a neighborhood center, it was too expensive to renovate. The decision was made to keep only the existing façade as a tribute to the original Jones H.S. and Callahan Elementary. The center opened in May 1986.

For decades, Callahan has been an integral part of the growth and well-being of Parramore youth. Today, we're proud to continue to use this facility as it was from the start: a place of learning.

## JEFFERSON STREET GLOW UP

In our continual efforts to make downtown Orlando safer and more inviting, our crews have brought more light and better walking paths on Jefferson St.

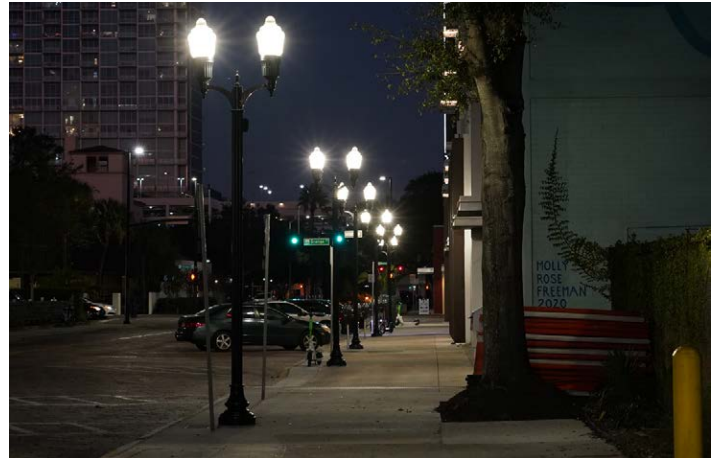
The area of Jefferson St., between Orange Ave. and the railroad tracks, saw the installation of new lights along the southern sidewalk as well as the replacement of damaged concrete sidewalk panels.

## STEINMETZ HALL OPENING CEREMONY & OPEN HOUSES

To kick off the new year, we celebrated the opening of one of the world's most acoustically advanced theaters, Steinmetz Hall in the Dr. Phillips Center for the Performing Arts.

Steinmetz Hall let's guests enjoy a range of performances—with or without amplification—by local, national, and international artists. The one-of-a-kind multiform theater transforms in shape, seating and sound to accommodate a variety of art forms and events, making it a destination of choice for the world's most revered and relevant artists.

The quality of the space and the caliber of artists it will attract is on par with the most acclaimed venues across the globe—including Carnegie Hall, Sydney Opera House, and Royal Albert Hall.



## THE BEACHAM CELEBRATES 100TH ANNIVERSARY

Built by Braxton Beacham Sr. in 1921, it was Orlando's first theater and a popular stage hosting vaudeville stars in the 1920s, '30s, and '40s. Some notable performers of Beacham Theater include B.B King, Ray Charles, The Police, and Lauryn Hill. Today, Beacham remains standing as one of the oldest theaters in the downtown Orlando area.



## REVEALING SOLIDARITY IN DOWNTOWN ORLANDO

The City of Orlando and District 5 City Commissioner Regina I. Hill revealed downtown’s newest art installation entitled, “Solidarity.”

The 35-foot-tall stainless-steel sculpture design is composed of twisting ribbon-like forms that extrude upward in space, embracing a large reflective sphere high in the sky. The relationship between forms in the design represents the relationships in communities and in the world.

“Solidarity” is one of five public art installations that were made possible through funding by the I-4 Ultimate Project Art Endowment Program, which aims to beautify the I-4 Ultimate corridor.

The sculpture artist, Hunter Brown, has works that can be found in private, commercial, and public art collections in over 25 states and three countries. You can check out the sculpture at 42 W. Concord St.



## ADDING MORE GREEN SPACE DOWNTOWN

On May 2, the City of Orlando began the demolition process of the 7-Eleven store on North Rosalind Av. and Central Blvd., which will allow for the expansion of Lake Eola Park.

The demolition of the site, where a former 7-Eleven sat, allows for the creation of a new interim plaza and green space for the park. Additional enhancements to the area will include improved streetscape treatments, new landscaping, and upgraded lighting.

The demolition, and subsequent expansion of Lake Eola Park furthers the goal of the DTOutlook to expand open space within the city’s downtown CRA. The acquisition of this property was made possible through a partnership with the Orlando Land Trust and the CRA to purchase a small parcel, prevent future development, and secure its use for open space.

Last year, we also cut the ribbon on the city’s newest park, Luminary Green at Creative Village. The 2.3-acre park is a unique and special gathering space for residents, workers, and students of Creative Village, Parramore, and downtown Orlando. The location puts more than 7,000 downtown residents within a 10-minute

**“We are committed to providing amenities that enhance the lives of all residents and guests,” said Thomas C. Chatmon, Jr., Executive Director of the Downtown Development Board+Community Redevelopment Agency. “Adding well amenitized green space to downtown is a result of conversations, focus groups, and surveys that helped to create the CRA’s vision plan. Luminary Green supports the vision theme to create an awesome outdoor city.”**

walk of a city park, furthering the city’s commitment to provide walkable access to parks by 2050. We are thrilled to have more green space for recreation, events, and other activities in the heart of Parramore.

## ARTS ACCELERATOR PROGRAM COMING DOWNTOWN

One of the highest priorities for our vision for downtown Orlando is to have a strong presence of cultural and arts amenities within the urban core for all to enjoy.

City Council approved a new partnership with the City of Orlando and Orlando Fringe that will provide for the creation of an arts accelerator program in downtown and the programming of the Downtown Arts Space in the 54 West building on Church St. The new space opened in early 2023.

## **UCF BUSINESS INCUBATION PROGRAM, STARTERSTUDIO OPENED A NEW DOWNTOWN ENTREPRENEUR HUB**

The UCF Business Incubation Program is a community resource that provides early-stage companies with the tools, training and infrastructure to become financially stable, high growth/impact enterprises.

Located inside the historic Kress Building, the UCF Business Incubation Program serves early-stage technology companies featuring private offices, shared workspace, conference room, and a kitchen.

The program was established in October 2019, as a partnership between the University of Central Florida and the City of Orlando. Tech organizations help build a healthy economy, provide high-wage/high-value jobs, and are hubs for the best and brightest minds.

## **BREAK 4 ART KICKOFF**

The Downtown Arts District's "Break 4 Art" Program funded by the DDB offered a unique entertainment experience, bringing live music and street performance in various downtown locations. Break 4 Art encouraged experienced street performers and emerging artists with a unique opportunity where they could display their talents. The program's primary goal was to strengthen and expand the identity and presence of arts, culture, and entertainment offerings in downtown Orlando, an ever-growing cultural destination.







## **DOWNTOWN ORLANDO WELCOMES ELECTRONIC ARTS**

Video game company Electronic Arts welcomed staff to its new, five-story downtown Orlando studio on Monday, March 21, more than two years after employees left their Maitland office to work from home during the pandemic.

The 175,940-square-foot building in the Creative Village part of downtown opened at 50% capacity for its Central Florida workforce of about 1,000, said Daryl Holt, EA Sports vice president and general manager. The building is the home base for a mix of people who work entirely in the office, those

who work remotely, and employees with a hybrid schedule.

As we have worked to diversify downtown Orlando's economy, accelerating Orlando's reputation as a national epicenter for game design and development has been a strong focus.

## **REFINING NIGHTTIME OPERATIONS**

Seeking to better control behavior in the downtown area that is peripheral to the robust bar and downtown nightclub scene, the city's Planning staff brought forward three key amendments to the Land Development Code with a related Growth Management Plan amendment.

These amendments sought to refine the nighttime operations of downtown Orlando in order to increase safety, ensure compatibility of uses, and reduce nuisances.

These three areas include:

- Parking Lot Regulations
- Noise Ordinance Updates
- Nightclub Density Regulations

The ultimate goal of downtown Orlando is to become the premiere urban neighborhood of Central Florida, built upon a "live, learn, work and play" model that makes our region competitive with other metropolitan areas.



**As an effort to provide quality amenities at city parks, the new swan boat dock was reconstructed to accommodate the newly expanded swan boat fleet and updated with modern materials and flotation devices.**

## BUSINESS OPENINGS AND UPDATES

### STENZA BEAUTY

Stenza Beauty offers a variety of services that elevate your look. They offer bridal makeup, brow grooming, and professional make-up training.

### ARTISENT FLOORS

For 30 years, Artisent Floors has crafted their services, processes, and equipment specifically for multifamily properties. They offer unique and exclusive products that typically aren't found in common flooring outlet chains or stores.

### ELEMENTAR

Elementar is a one-stop shop for outdoor needs. They can also customize resort style pools, pergolas, summer kitchens, fire pits, and unique furniture.

### TROPHY ROOM

The Trophy Room is an elevated retail boutique expression that pays homage to Michael Jordan's NBA career and offers footwear, apparel, and memorabilia. Trophy Room, formerly located in Disney Springs, received funding from the city's CRA to assist in their downtown relocation. If you are looking for a new pair of sneaks, you have to check out Trophy Room!

### CUCINA PIZZA & BAR

Cucina Pizza & Bar is downtown's newest spot for modern Italian cuisine. Now open on Church Street, they offer handcrafted pizzas, subs, salads, and much more.

### MOXIE'S CHEESECAKES

Moxie's Cheesecakes aim for perfection in every bite. They have a variety of delicious flavors of cheesecake and toppings, and all their cakes are baked with love.



### TAKUMI RAMEN

Takumi Ramen has so many different flavors of ramen to enjoy including chicken, beef, vegetable, and spicy.

### EOLA LOUNGE

Eola Lounge offers tapas, Sunday brunch, and craft beverages with a menu that includes fried rice, chicken salad, calamari, and more.

### MAGNESIUM RECORDS

Magnesium Records sells rare and unique records from a wide variety of genres including jazz, country, pop, folk, and more.

### PUP'S PUB

Pup's Pub, Orlando's first and only full liquor dog park and sports bar. They have over 22 TVs, a large beverage menu, and plenty of play space for your doggos to play.



## HIGH TIDE

Latitudes, a downtown mainstay for 33 years, has rebranded and reopened as High Tide. The rooftop bar on the third floor of 33 W. Church St. held its grand opening after renovations and a rebranding on June 24.

## ZERO ORLANDO

Zero Orlando is a thoughtfully curated general store and refillery. Their products are vegan, zero waste, and plastic free.

## GREAT HARVEST BAKERY

Great Harvest Bakery focuses on using simple ingredients to create delicious breads, baked goods, salads, and sandwiches. Owner Evan DeLaney got his first taste of the restaurant business when he was 19 and took part time job at a local pizza chain in Boston. Over the years he continued to work in the restaurant industry, eventually working for Michelin starred Chef Jean Georges. When the opportunity to reopen Great Harvest Orlando came about, he and his partners jumped at the chance to join the growing downtown Orlando community. He is excited to bring their fresh and delicious food to residents and visitors of Orlando.

## TACO KAT

Taco Kat features handmade tortillas prepared daily from Sonora wheat, grilled meats, fresh salsas, and hand-crafted drinks, such as horchata and agua fresca.

## STEMMA CRAFT COFFEE

Along with handcrafted espresso drinks, cold brew, and lattes, Stemma Craft Coffee also offers an assortment of pastries, toasts, sandwiches, and salads.

## F&D CANTINA

F&D Cantina is a brick-walled cantina offering classic Mexican food including queso, tacos, chille relleno, and fajitas.

## EOLA HAIR LOUNGE

Do you want a fresh new style? Eola Hair Lounge helps you find your personal style with your hair. They take a consultative approach to their clients and look forward to learning more about them.



## HAPPY ANNIVERSARY PATTIE LOU'S DONUTS

Happy Anniversary Pattie Lou's Donuts! Pattie Lou's Donuts is a custom donut shop. Guests can pick from a variety of warm dips and toppings then see their donuts made right in front of them. The name Pattie Lou's Donuts comes from the namesake of the business owners' mothers. The owners' goal is to honor their amazing mothers and say thank you to the community.

## ALOFT HOTEL CELEBRATED MULTI-MILLION RENO

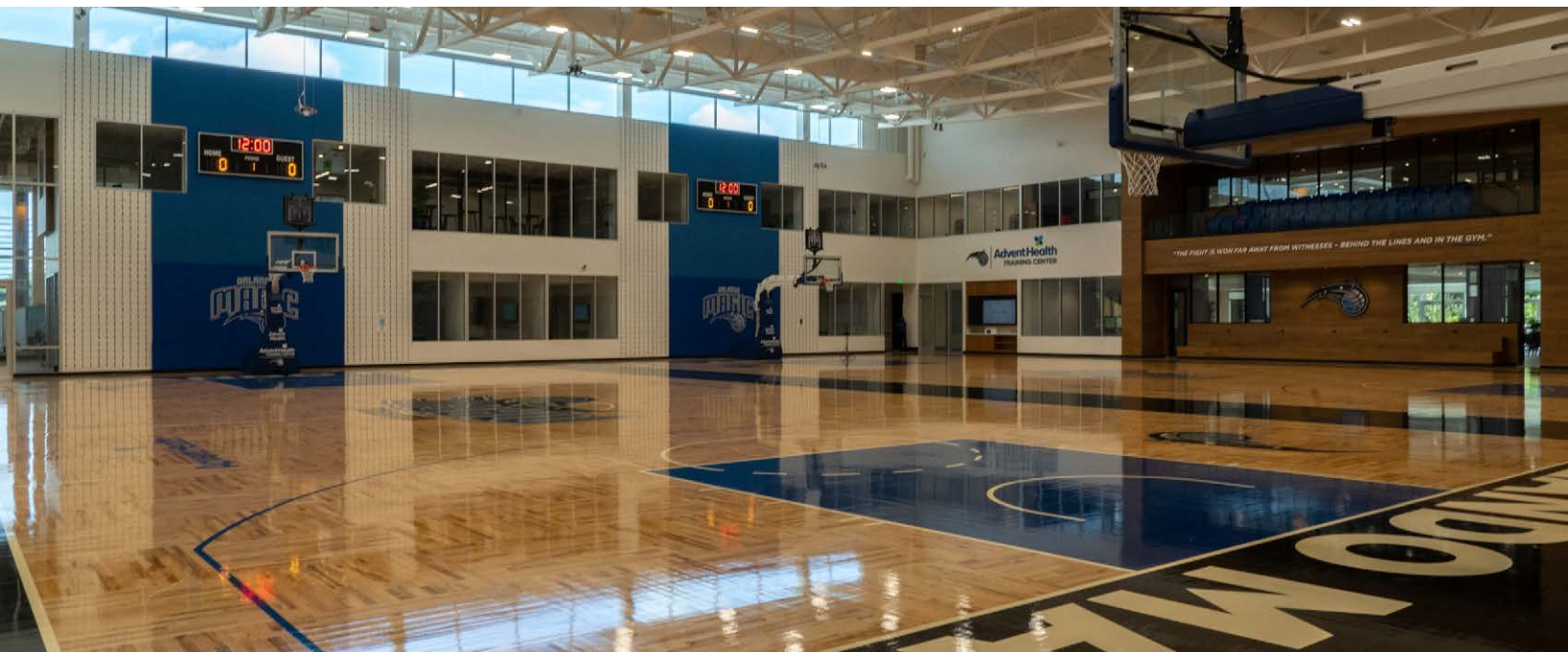
Aloft refreshed and refinished guest rooms and commons area, renovated its onsite event space, added two new concierge lounges, and added new furniture and fixtures throughout.

## THE ADVENTHEALTH TRAINING CENTER IS A SLAM DUNK

The AdventHealth Training Center is a slam dunk for the City of Orlando. This 130,000 sq. ft. facility is a state-of-the-art practice and training home to the Orlando Magic and AdventHealth's destination sports-medicine center to Central Florida.

The Magic's portion of the facility includes leading training and recovery technologies, including an altitude chamber and hydrotherapy offerings as well as an expansive locker room with high-end finishes will elevate the player experience. The facility includes two full-size courts overlooked by an elevated viewing balcony.

AdventHealth's medical center – designed for elite athletes, as well as youth athletes and weekend warriors – provides multi-discipline medicine with a focus on whole-person health and sports science. Services include orthopedics, primary care, sports medicine, imaging, rehabilitation and sports performance. This facility will help Orlando residents lead active and healthy lives, making our community stronger.



## AFFORDABLE HOUSING

### WON'T YOU BE OUR NEIGHBOR?

We all know someone who wants to move to Orlando. As we continue to grow our housing stock downtown, it's also important that we ensure access to quality, affordable housing for all. To help us get closer to that goal, last year, the CRA approved an affordable housing incentive of \$610,000 for Phase 2 for The Beacon.

The Beacon – a seven-story, multifamily residential complex – is slated to be developed in Creative Village. This 190-unit project will include affordable units as well as market rate.

Affordable housing continues to be one of the most complex challenges facing cities across the nation. We're committed to providing affordable housing options to anyone who wants to live in DTO, as well as improving the variety of housing options, and ensuring long term affordability. The total amount expended for affordable housing for low-income and middle-income residents in 2022 was \$1,252,040.

### PHASE 2 OF PARRAMORE OAKS BREAKS GROUND

In February 2022, construction for Phase 2 of Parramore Oaks, a mixed-income housing development at the corner of Parramore Ave. and Conley St., kicked off.

Phase 2 of this project will bring an additional 91 units, all affordable, to the Parramore community. Each unit will have Energy Star appliances and lighting fixtures, high-efficiency heating and cooling systems, and a community recycling program. Future residents will have access to the existing amenities at Parramore Oaks including a computer center, fitness room, children's activity room, a community meeting room with kitchen and green spaces.

The Parramore Oaks project further supports the City of Orlando's and the CRA's efforts to ensure residents have access to quality, safe, and affordable housing and aligns with recommendations from the Parramore Comprehensive Neighborhood Plan. The CRA provided an affordable housing incentive of over \$2 million for Phase 2.

The construction of phase 2 is expected to be complete by summer 2023.



## THE ROBERTS

In March, the City of Orlando, Commissioners, and partners celebrated the re-opening of the fully renovated senior housing community of The Roberts, formerly Baptist Terrace.

The 14-story building was constructed in 1969 and financed in a way that established affordability and age restrictions through 2021. Upon expiration of those affordability requirements, the building would no longer have restrictions on rental rates or on tenant incomes. Which means this property, centrally located in downtown Orlando, could have been purchased by a private developer for redevelopment or for the units to be converted into luxury apartment or condominium homes.

With a \$1 million contribution from the CRA to ensure the preservation of affordable housing stock in the area and through the power of partnership, the building remains true to its original vision and mission to be affordable housing for our 225 senior residents who call The Roberts home.

We would like to thank the organizations involved in the purchase and renovation of this property:

- the Orlando Neighborhood Improvement Corporation
- Orange County Housing Finance Authority
- Florida Housing Finance Corporation
- Redstone Equity Partners and
- Bank of America.

This renovation and the future of this building is a victory for our entire community.



# PARRAMORE



## WELCOME PARRAMORE DISTRICT

Last year, the Parramore District officially became an Orlando Main Street with approval from Mayor Dyer and City Commissioners at City Council. As an Orlando Main Street district, business owners in the Parramore District have access to new business incentive programs and funding for beautification projects in the commercial area making the Parramore business district an attractive location for shopping and dining at small businesses infused with tradition and culture.

The addition of the Parramore District to the Orlando Main Streets program furthers the city's efforts to preserve and celebrate the more than 140-year-old Parramore neighborhood and bring awareness to the rich, deeply rooted culture of the African American community in Orlando. Parramore District is home to a diverse collection of historic buildings, businesses, and community spaces including Foodies Café, Nikki's Place, Neu Blooms, Broken Strings Brewery, SonJae's Hair and Beauty Bar, J. Henry's Barbershop, Blue Swan Boulders, Wells'Built Museum, and more.



## RISING UP

Downtown Orlando is surrounded by art everywhere you go. In September, CREW Orlando unveiled a new mural located on the City View apartment building in Parramore. This seven-story mural was created in collaboration with the City of Orlando, Orlando Neighborhood Improvement Corporation, Orlando County Regional History Center, and local female artists of color.

The theme of the mural is “rising up” against all odds and the community contributions that made it happen. The people in the mural include educators, doctors, nurses, community leaders, lawyers, musicians, and artists while the green border represents the Green Book, a guidebook that included lodging, businesses, and gas stations that served people of color. The pillars symbolize the people of Parramore holding the community together.

## MOVIE IN THE PARK: BLACK PANTHER MARCH 2022

District 5 City of Orlando Commissioner Regina I. Hill hosted a movie night at Z.L. Riley Park (619 S. Parramore Ave.). During this family friendly event, guests enjoyed a screening of Black Panther along with free food and beverages.







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# SPORTS





## WE PAINTED ORLANDO PURPLE

On Orlando City home match days (or nights), there is a special energy in downtown. The restaurants, streets, and bars are filled with purple shirts and cheering fans. The lights around downtown Orlando are purple. The vibe and spirit of Orlando is unforgettable on these days, especially on September 7, the day of the U.S. Open Cup.

The U.S. Open Cup is the oldest soccer tournament in the nation, dating back to 1913. On September 7, 25,000+ fans packed Exploria Stadium for Orlando City's victory against Sacramento Republic. This is Orlando City's first ever trophy since their MLS journey began in 2015.

This win was a sign of what Orlando City and Orlando can achieve together.

## 2022 MEXTOUR

The 2022 MexTour, one of the top sports properties in North America kicked off on Wednesday, April 27 when the Mexican National Team battled Guatemala at the newly-renovated Camping World Stadium.

In its 19th edition, Mexican National Team U.S. Tour matches have become one of the most popular sporting events in the U.S., with an average attendance of 60,000 fans per match in the last decade.

## 2022 SPECIAL OLYMPICS USA GAMES OPENING CEREMONY

Last year, USA Track & Field (USATF) and the United States Olympic & Paralympic Committee (USOPC) made the exciting announcement that Orlando will play host city to the 2024 U.S. Olympic Team Marathon Trials. Being held on February 3, 2024, this will be the selection event for the USATF Team at the Paris 2024 Olympics. The top three female and male place finishers in the Olympic Trials who have met qualifying performance standards will self-select for the 2024 USATF Olympic squad.

Not only will this be Orlando's first time hosting the trials, but this is also the first time a Florida city has been awarded this honor.

We look forward to hosting America's best runners in our community for coveted spots on the U.S. Olympic team.



## DOWNTOWN ORLANDO HOSTED THREE BOWL GAMES IN 2022



# DOWNTOWN TRANSPORTATION





## THE WHEELS ON THE BUS ARE HEADING SOUTH

Expanding past its current route where it turns onto Central Blvd. from Division St., LYMMO now continues on Division St. to Anderson St. and circles around Lake

Lucerne before coming back up to the heart of downtown. These new stops allow for easier access to hotels, the Beardall Senior Center, residential buildings, and more!

## EXTENSION OF BOONE AVENUE

Getting in and out of south downtown Orlando got a little easier. The Florida Department of Transportation completed the extension of Boone Ave. south from Anderson St. to Sylvia Lane.

The reconfigured intersection also provides a dedicated lane for eastbound travelers on Anderson St. to easily turn south onto Boone Ave., easing pressure on the intersection with Orange Ave.

The extension project improves accessibility to downtown from Hughey Ave., Gore St., and the greater south downtown area by allowing northbound traffic on Sylvia Lane to reach a signaled intersection with Anderson St. near the City Commons Parking Garage.

This extension of Boone Ave. was made possible by the larger reconfiguration of I-4 and State Road (S.R.) 408 interchanges as part of the I-4 Ultimate Project.

# MARKETING & COMMUNICATIONS



## DDB SELECTS AGENCIES OF RECORD

In 2021, the DDB issued an RFPs to obtain proposals for marketing and creative services from proposers interested in performing the services. The RFP allowed the DDB to select one or more firms to provide the services as necessary to meet DDB's anticipated marketing needs. At its January meeting, the DDB approved the Selection Committee's rankings and authorized the City's Chief Procurement Officer to negotiate and execute contracts with Chatter Buzz Media, LCC (Chatter Buzz) and Foresight Design Group, Inc., d/b/a PRISMATIC.

## 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, the 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 2022, restaurants offered three course, prix fixe dinners for \$40 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.

## INFLUENCER PARTNERSHIPS

The DDB continued to partner with influencers to increase visibility and reach. Influencers visited local restaurants and helped to promote our expanded holiday experiences.

## AUGMENTED REALITY APP LAUNCHES

Last year, the DDB launched the Explore DTO app with holiday augmented reality (AR) experiences to coincide with Downtown for the Holidays happenings. The app provided fun AR encounters like dancing with a gingerbread man or snapping a selfie with a swan in a Santa hat! Following the holidays, the app will still be accessible with different AR experiences.

## EXECUTIVE DIRECTOR RECEIVES DOWNTOWNER OF THE YEAR AWARD

During the past year, downtown welcomed new projects and introduced those that will enhance the vibrancy and appeal of the area. Every year, the Downtown Orlando Partnership hosts the Golden Brick Awards to recognize the best community and development projects that impacted downtown.

Thomas C. Chatmon, Jr. Executive Director, Downtown Development Board and Community Redevelopment Agency received the prestigious Downtowner of the Year Award.

This award is given to an individual who gives their effort and energy to promote and advance downtown Orlando. Since joining the City of Orlando 15 years ago, Thomas has overseen economic development, business recruitment, and housing development within the downtown area.





The downtown Orlando skyline has forever been impacted by his work. He's played a key role in notable developments including:

- 55 West
- Chase Plaza
- Citi Tower
- Church Street Plaza
- Creative Village
- Amway Center
- Dr. Phillips Center for the Performing Arts

Thomas is also invested in making downtown a place for everyone by serving as the Chair of the Homeless Services Network Board and being active with other community organizations.

We are grateful for Thomas' leadership and energy to promote and advance downtown Orlando!

## **ADDITIONALLY, WE ARE HONORED TO HAVE RECEIVED THE BELOW AWARDS FROM THE DOWNTOWN ORLANDO PARTNERSHIP'S GOLDEN BRICK AWARDS:**

### **AWARD OF EXCELLENCE - LAKE EOLA MASTER PLAN**

Lake Eola Park serves as downtown's crown jewel. Since its last major renovation over 30 years ago, the park has become a destination for residents, office workers, and millions of annual events. The process leading to the final master plan included an analysis of the site and its surroundings, and an evaluation of how the park compares to other iconic parks throughout the country.

### **PUBLIC WORKS - DDB SPECIAL EVENT GRANTS PROGRAM**

Downtown Orlando sees more than 1,500 events a year. The Special Event Grants Program supports diverse arts and cultural opportunities to encourage a variety of events that promote the goals and objectives of CRA's Redevelopment Plan, the DTOutlook. In 2021, 35 organizations applied and 30 were approved for funding by the committee. The DDB committed \$234,000 to these organizations for their events.

### **INTERNATIONAL DOWNTOWN ASSOCIATION'S DOWNTOWN ACHIEVEMENT AWARDS**

Each year, the International Downtown Association (IDA) recognizes outstanding projects as winners of the Downtown Achievement Awards which identify improvements to urban centers by dedicated organizations around the globe. The industry's highest recognition, the **Pinnacle Award**, represents the most creative and inspiring innovations in urban place management.

The DDB/CRA earned top awards for its advocacy in downtown and creating a more livable, urban place for all, during IDA's 68th Annual Conference. The two awards received were for achievements in improvements in downtown Orlando, including the Pinnacle Award, the industry's highest recognition, for the Parramore Asset Stabilization Fund (PASF) and the Award of Excellence for the Lake Eola Master Plan.

We received the Pinnacle Award for the creation of the PASF, a program which funded the purchase, renovation, and preservation of 83 scattered-site residential units across 44 different properties beginning in the Parramore neighborhood. Launched in Spring 2019, this effort helped stabilize the neighborhood by upgrading units, decreasing eviction levels, capping increasing rental rates, and removing high utility costs absorbed by tenants. The agreement between the PASF



and the city/CRA further ensures that the properties were not only expertly renovated but kept affordable for a 20-year period.

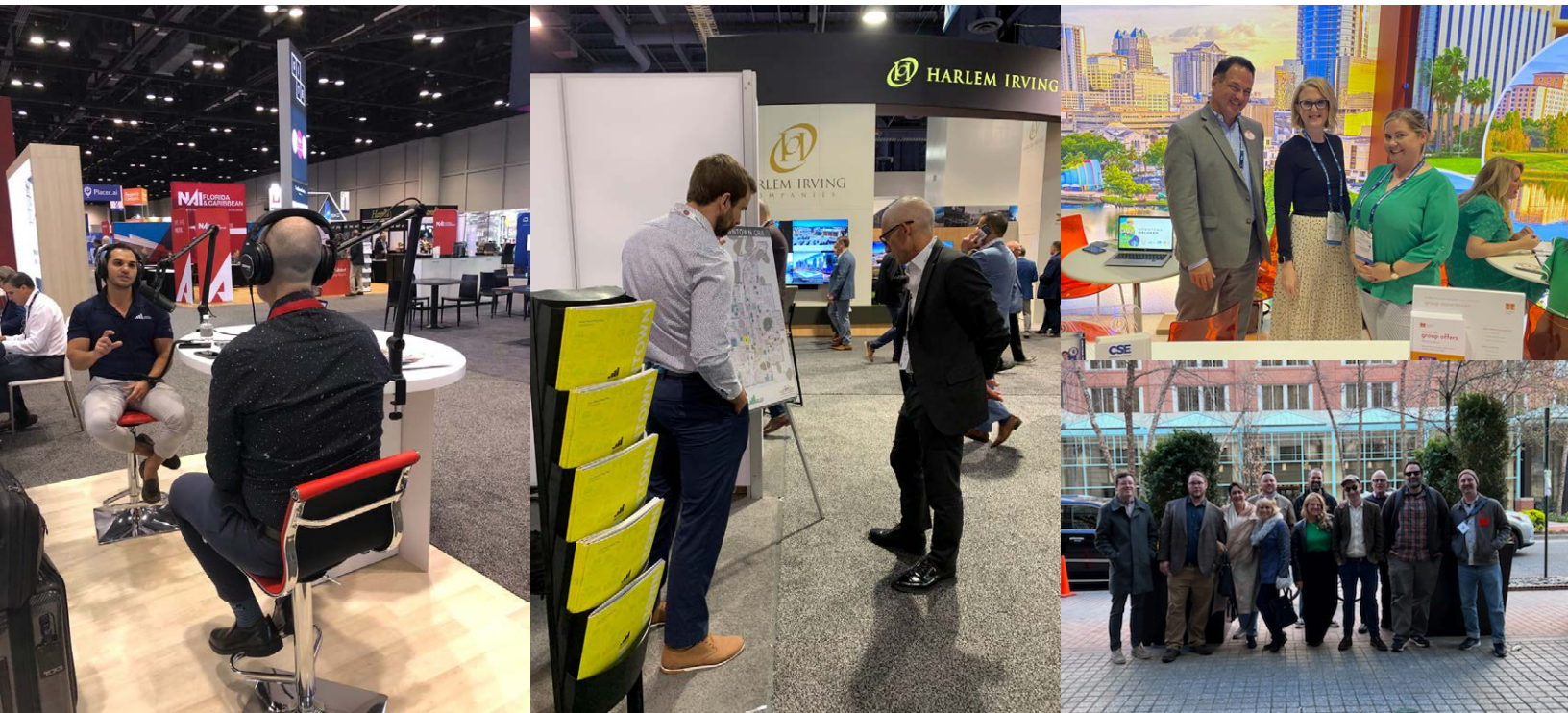
The second award was an **Award of Excellence** in recognition of the Lake Eola Master Plan. Lake Eola Park is in the heart of downtown Orlando and a destination for residents, office workers, and millions of annual visitors. The park has been key in the resurgence of downtown Orlando into the vibrant city center that it is today. In partnership with the City of Orlando's Parks Division, we worked with the consultancy, GAI Consultants, Inc., to master plan the park and re-envision it for the next 50 years. The Lake Eola Master Plan is a future-focused, open space plan whose design recommendations include sustainability, safety, education, transportation and new uses for spaces and places to congregate.

### **DDB BOARD MEMBER, DOUG TAYLOR, RECEIVES CITIZEN LEADERSHIP AWARD FROM IEDC**

The International Economic Development Council (IEDC) is a non-profit, non-partisan membership organization serving economic developers. With more than 5,000 members, IEDC is the largest organization of its kind.

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.

We are proud that our Board Member, Doug Taylor, received the Citizen Leadership Award from IEDC!



### **TEAM DOWNTOWN ORLANDO SHINES AT INDUSTRY EVENTS**

**Sociable City Summit**  
April 1-3, 2022  
Washington, DC

**ICSC RECon**  
May 22-24, 2022  
Las Vegas, NV

**ICSC Florida**  
August 28-30, 2022  
Orlando, FL

**17th Annual Neighborhood and Community Summit**  
April 2, 2022  
Orlando, FL

**IPW**  
June 4-9, 2022  
Orlando, FL

**Florida Redevelopment Conference**  
October 12-14, 2022  
Daytona Beach, FL



## DESTINATION DOWNTOWN ORLANDO

U.S. Travel Association's IPW is the leading international inbound travel trade show, with past IPWs driving \$5.5 billion in future travel to the United States and securing America's position as a foremost global travel destination. This year, the event was held at the Orange County Convention Center and included multiple activities for international media, buyers, and other industry professionals to experience all of Orlando.

On June 7, the DDB welcomed 1,700 IPW attendees to the Dr. Phillips for the Performing Arts for Destination Downtown Orlando. With live entertainment, performances by local talent, a showcase of downtown Orlando's unique food and beverage scene, and shopping from local makers, guests experienced what downtown has to offer their clients.



# DISCOVER DOWNTOWN

DOWNTOWN ORLANDO INFO CENTER

**DTIO**

  
DISCOVER  
DOWNTOWN

Throughout the year, the team at Discover Downtown participated in multiple community events.

- Paws in the Park
- Spring Fiesta
- 1st Sunday of each month Farmers Market
- Come Out With Pride
- Fall Fiesta
- Holiday Markets beginning December 2 through December 23



### ULTIMATE GARDEN PARTY

In May, the Discover Downtown team vended at the Ultimate Garden Party, an event at Loews Sapphire Falls Resort at Universal Orlando. This magical afternoon raised \$400,000 for the Second Harvest Food Bank to help children, families, and seniors facing hunger in our community (that will provide over 1.6 million meals).

### #407DAY

Orange County Government, the City of Orlando, and Visit Orlando brought back #407Day on Thursday, April 7, 2022, for residents to celebrate their hometown pride and support local area businesses.

This special campaign, inspired by the destination's longtime area code, encourages residents to support their favorite restaurants, bars, shops, boutiques, services, and other locally owned businesses by sharing posts and photos on their social media channels using the hashtag #407Day.

Discover Downtown participated and took \$4.07 off the 407 shirts and worked with local partners on giveaways and generating awareness of the offer.

### EARTH DAY WORK DAY 2022

This lunchtime sustainability fair featured games, giveaways, vendors, and music. Attendees learned tips on how going green can be money-saving and an investment in the future.



## SPREADING HOLIDAY CHEER

Staff member distributed holiday cards to downtown senior centers from Mayor Dyer and the DDB + CRA Executive Director.

## WHAT'S UP DOWNTOWN

What's Up Downtown is open to anyone interested in learning more about the exciting developments and initiatives in downtown Orlando. Discover Downtown hosted several What's Up Downtown events in 2022.

- 2022 Black History Month Life in the Village
- Historic Walking Tour with Orlando Remembered
- DTO Rising
- Two Women and The Pavilion
- WUD Project DTO 2.0
- What's Up Downtown for the Holidays



# 2022 RETAIL AT A GLANCE

## 2022 VISITATION STATS

**5,127**

TOTAL VISITORS

**1,134**

INTERNATIONAL VISITORS

**3,993**

DOMESTIC VISITORS

**\$31.95**

AVERAGE DAILY SALES

**1261**

CUSTOMERS SERVED

**FRIDAY**

BEST DAY OF THE WEEK

## TOP 5 INTERNATIONAL VISITORS

GERMANY  
UNITED KINGDOM  
FRANCE  
SPAIN  
CANADA

## ORLANDO PRIDE UNISEX TEE

TOP SELLING ITEM



# EVENTS



## **BAD BUNNY PACKS CAMPING WORLD STADIUM**

Bad Bunny, the Puerto Rican reggaeton sensation, kicked off his first stadium tour in Orlando on Friday, August 5 and it shattered the record for the top-grossing concert in Camping World Stadium's 86-year history at \$9.5 million! The show was a sellout, with more than 49,000 fans in attendance.

## **AMWAY CENTER RANKS 14TH WORLDWIDE AMONG POLLSTAR'S TOP 100 ARENAS**

Amway Center and Camping World Stadium wrapped an incredibly busy month of March, where several of the world's most prominent artists helped both venues achieve unprecedented concert activity since effectively reopening last August. Last year, Amway Center hosted six concerts while Camping World Stadium hosted two, during which both venues amassed a bevy of records.

## **ORLANDO FRINGE WINTER MINI-FEST JANUARY 2022**

This 4-day arts festival was created as a way to open your eyes to the world of Fringe in a small, easy to introduce kind-of-way. Orlando Fringe hand-picked each and every one of the shows in the festival to assure that the shows are guaranteed to delight.

Along with theatrical performances, Visual Fringe featured a gallery and an art market and Kids Fringe had free arts and craft activities as well as special performances for children.

Since 2001, men, women, and their families around the world have joined award-winning Walk a Mile in Her Shoes®: The International Men's March to Stop Rape, Sexual Assault & Gender Violence. It is a dramatic opportunity to raise awareness in your community about the serious causes, effects, and remediations to men's sexualized violence.

## **BILLY JOEL MARCH 2022**

With 23 Grammy nominations, Billy Joel ranks as one of the most popular recording artists and respected entertainers in history. The singer/songwriter/composer is the sixth best-selling recording artist and the third best-selling solo artist. This was his only Florida appearance on the stadium tour.

## **GARTH BROOKS MARCH 2022**

Garth Brooks is the number one-selling solo artist in U.S. history with 157 million records sold.



## **PAWS IN THE PARK FEBRUARY 2022**

The support from this event helped Pet Alliance save more than 5,200 dogs and cats in 2022 by providing shelter, care, and love until they find their forever home. The event took place at Lake Eola Park and is Orlando's largest Pet Festival along with a signature Pet Costume Contest with celebrity judges and cash prizes.

## **WALK A MILE IN HER SHOES FEBRUARY 2022**

**FIRST-EVER PERFORMANCE  
AT ORLANDO'S  
CAMPING WORLD STADIUM!**

**FIRST TIME IN ORLANDO IN  
OVER FIVE YEARS!**

**ONLY FLORIDA APPEARANCE  
ON THE STADIUM TOUR!**



## MOVIE IN THE PARK: BLACK PANTHER MARCH 2022

District 5 City of Orlando Commissioner Regina I. Hill hosted a movie night at Z.L. Riley Park (619 S. Parramore Ave.). During this family friendly event, guests enjoyed a screening of Black Panther along with free food and beverages.



## UCF CELEBRATES THE ARTS APRIL 2022

UCF Celebrates the Arts showcased creativity, innovation, and collaboration from Orlando's hometown university at the Dr. Phillips Center for the Performing Arts. The annual event brought UCF musicians, theatre practitioners, and visual artists from the UCF campus to downtown Orlando in an array of offerings.

## MONSTER JAM WORLD FINALS MAY 2022

The prestigious Monster Jam World Finals® returned to Orlando's Camping World Stadium in May 2022. This two-day championship was the biggest event of the season and showcased the best trucks and drivers in Racing, Freestyle, High Jump, and Skills competitions. Guests experienced unforgettable encores celebrating Monster Jam's 30th Anniversary and Grave Digger's 40th Anniversary. Plus, the largest Pit Party of the year, where guests could meet the drivers, see the trucks up close and enjoy many other family-friendly activities.

## PAUL MCCARTNEY: GOT BACK TOUR MAY 2022

The GOT BACK Tour marked McCartney's first series of live shows since his Freshen Up Tour wrapped in July 2019. Featuring McCartney's longtime band - Paul "Wix" Wickens (keyboards), Brian Ray (bass/guitar), Rusty Anderson (guitar) and Abe Laboriel Jr. (drums)—the tour used enhanced state-of-the-art audio and video technology ensuring an unforgettable experience from every seat in the house.

## SPECIAL OLYMPICS USA GAMES JUNE 2022

The Opening Ceremony of the 2022 Special Olympics USA Games was held in June at Exploria Stadium. The Opening Ceremony was produced by Disney Live Entertainment and headlined by Grammy Award-winning singer/songwriter Sara Bareilles, featuring appearances from Celebrity Games Ambassadors, superstar performances, The Parade of Athletes, and the lighting of the Flame of Hope that officially kicked off The Games. The Opening Ceremony was broadcast nationally on ABC and feature 5,500 athletes and coaches from all 50 states and The Caribbean.



## OTHER EVENTS WE SPONSORED:

- Creating Healthy Communities
- Dia De Los Muertos
- Taste of Thornton Park
- Orlando Arts & Wellness Gospel Fest
- Trick or Treat Safe Zone
- Veteran's Day Parade
- Florida Blue Florida Classic
- Handel's Messiah
- Seniors First Turkey Trot 5k
- Clare & the Chocolate Nutcracker
- OUC Orlando Half Marathon & Track Shack, Dec 3



Photo Courtesy of Michael Cairns

## UKRAINE BALLET BENEFIT AUGUST 2022

The international-renowned National Ballet of Ukraine from the Taras Shevchenko National Opera and Ballet Theater made a special appearance at Steinmetz Hall. The performance featured excerpts from some of the most breathtaking ballets while also highlighting Ukrainian culture.

This world-class performance was a charity event for Ukraine, which was organized by the Ginsburg Family Foundation and Ukrainian producer Vadim Fedotov. The funds received from ticket sales and sponsorships benefited the citizens, refugees, doctors, and veterans of Ukraine.

## AIRPLAY OCTOBER 2022

Airplay was art like one has never experienced before: giant, immersive and... inflatable. Airplay featured art from the inside the Architects of Air's Daedalum Luminarium. And took place on the Seneff Arts Plaza.





## COME OUT WITH PRIDE 2022 OCTOBER 2022

The annual Come Out With Pride Festival took place in downtown Orlando at Lake Eola Park in the fall of 2022. The festival included the most colorful parade, live entertainment, a pride market place, sponsor walk, national trans visibility march, and fireworks. Come Out With Pride is one of the largest Pride festivals in the Southeastern United States. It was a fun and inclusive event for everyone to enjoy, regardless of age, gender identity, gender expression, race, ability, or sexual orientation.

## THE 13TH ANNUAL DÍA DE LOS MUERTOS & MONSTER PARTY OCTOBER 2022

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.

## FUSIONFEST NOVEMBER 2022

This free, two-day, family-friendly festival draws people from more than 110 different cultures to experience music, dance, food, visual arts, spoken word, games, and interactive activities.



## STATE OF DOWNTOWN DECEMBER 2022

The State of Downtown address was held at Luminary Green and was attended by hundreds of Central Florida’s most influential stakeholders and downtown supporters. New this year - and for the first time ever for a mayoral speech - the event was simulcasted live in the metaverse. The simulcast showcased Mayor Dyer’s avatar delivering his address to a virtual audience in a virtual environment.

# DOWNTOWN *for the* HOLIDAYS



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the action plan  
for downtown  
Orlando's future.

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## NEW HOLIDAY EXPERIENCES

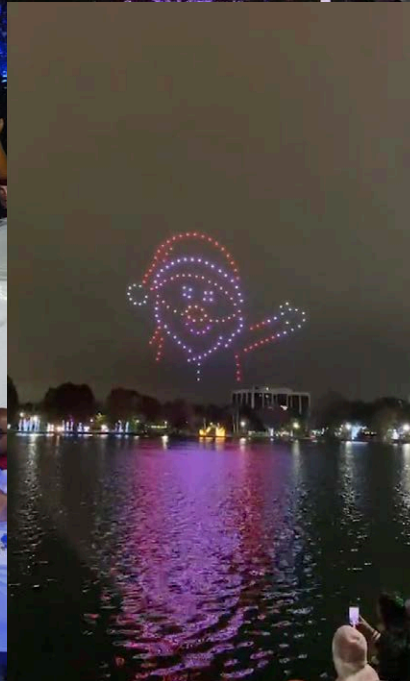
There is no more festive time of the year to experience downtown Orlando than the holiday season. All month long, the DDB invited guests to *Downtown for the Holidays* for family-friendly holiday events and activities for all ages to enjoy, furthering the DDB's continued commitment to providing a wide variety of entertainment and festivities for everyone.

New experiences for 2022 included snowfall, a holiday market featuring 30 local vendors each evening, face painting, an augmented reality app that let you take pictures with a swan in a Santa Hat or dancing Gingerbread man, and more!

## DRONE SHOW

Lake Eola Park hosted a holiday drone light show, courtesy of Visit Orlando and Sky Elements, to celebrate the season. The show featured a dazzling display of synchronized drones flying in formation to create beautiful holiday-themed designs in the night sky. The drones were equipped with colorful LED lights that illuminated the park and created a magical atmosphere for visitors to enjoy.

"Those living and visiting Orlando during the holidays have a variety of entertainment options to select from," said Orlando Mayor Buddy Dyer. "Downtown for the Holidays adds to those offerings, furthers the city's efforts to increase events downtown for all ages, and is a great way to celebrate the season and get a one-of-a-kind downtown experience."



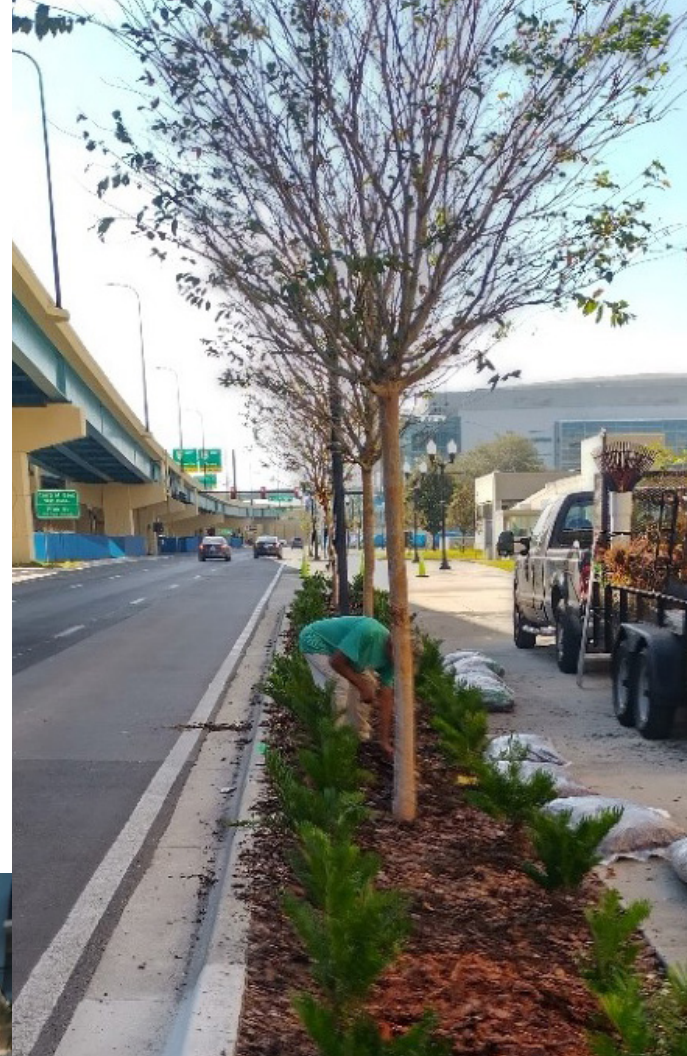
# DOWNTOWN CLEAN TEAM



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 responsible for:

- Maintaining the plant material throughout downtown Orlando
- Installing and removing banners for special events
- Removing waste generated from homeless activity
- Pressure cleaning public right of ways
- Emptying doggie waste stations
- Emptying city-maintained trash cans in public right of ways
- Special request pressure washing projects within the downtown area
- Assistance with cleaning projects
- Projects that supported the Discover Downtown retail store





## CLEAN TEAM YEAR 2022 IN REVIEW

- Added new landscaped areas such as the Dr. Phillips medians on Anderson St. and the northeast corner of Orange Ave. and Robinson St.
- Updated plant material in planter pots throughout the CRA to enhance the vibrancy of the area.
- Maintained landscape beds in medians and Gertrude's Walk.
- Oversight of landscape and ground maintenance in Heritage Square
- Increased presence around Lake Lucerne.
- Increased frequency of pressure cleaning, added new trash cans, and removed graffiti.
- Completed major tree trimming project throughout the CRA. Areas completed included Division Ave., Central Blvd., Orange Ave., Pine St., and Church St.
- Removal of 140 tree grate base decorations in the DTO core to beautify the area.
- Updated and maintained irrigation in landscape beds.
- Assisted in preparation of revitalization projects, including "Solidarity" statue unveiling.
- Provided support to artist for MLK Mural Project.
- Managing the Clean Parramore project that began in December 2022. This in collaboration with the City of Orlando's Solid Waste team.
- Completed restoration projects on Robinson St. and W. Pine St. to include:
  - o New pavers in right of way
  - o 17 new trees
  - o 2 dog waste stations
  - o 4 bike hoops
  - o 3 large planter pots
  - o 7 new trash cans
- Assisted with installation of two new parklets in the Thornton Park area.
- Assisted nighttime economy safety initiatives by deploying light towers weekly and placing directional signage during high volume events.





**The Clean Team assessed and rapidly removed debris after two hurricanes.**



# DOWNTOWN DEVELOPMENT BOARD

## FINANCIAL STATEMENT 2021-2022\*

	2021-2022
<b>Assets</b>	
Cash/ Cash Equivalents	\$1,908,320
Inventory	\$50,439
Other Assets	39,901
Capital Assets	
Land and non-depreciable assets	18,000
Equipment and other depreciable assets	23,665
<b>Total Assets</b>	<b>\$2,040,325</b>
<b>Liabilities (Short Term)</b>	
Other Liabilities	\$13,514
<b>Liabilities (Long Term)</b>	
Liability for Accumulated Employee Leave	
Net Pension Liability	
Net OPEB Liability	
Existing Bonds	
Internal Loan	
<b>Total Liabilities</b>	<b>\$13,514</b>
<b>Revenues</b>	
Real Property Taxes	\$3,540,659
Interest	187,678
Other Revenue	(28,601)
Contribution from Other Funds	617,565
<b>Total Revenues</b>	<b>\$4,317,300</b>
<b>Expenditures</b>	
Salaries, Wages, Benefits	\$436,397
Supplies	99,369
Professional Services and Agreements	269,664
Utilities	1,385
TIF Payment	3,085,314
Travel and Training	-
Fleet Facilities Management/General Liability	4,682
Capital Outlay	-
City Services Agreement	178,578
Events and Sponsorship	777,616
Depreciation	\$12,647
Transfer to Other Funds	780
<b>Total Expenditures</b>	<b>\$4,866,430</b>
<b>Change in Net Position</b>	<b>\$(549,130)</b>
From Annual Comprehensive Financial Report	\$(549,130)
*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 2021-2022 DOWNTOWN DISTRICT\*

	2021-2022
<b>Assets</b>	
Cash/ Cash Equivalents	\$68,742,262
Cash/ Cash Equivalents (Restricted)	3,970,833
Investments (Restricted)	10,436,484
Accounts Receivable	1,208
Capital Assets	
Land and non-depreciable assets	8,099,408
Equipment and other depreciable assets	4,306,659
<b>Total Assets</b>	<b>\$95,556,854</b>
<b>Liabilities (Short Term)</b>	
Other Liabilities	\$1,401,344
Accrued Interest Payable	123,849
<b>Liabilities (Long Term)</b>	
Existing Bonds	117,398,000
Internal Loans	16,353,715
<b>Total Liabilities</b>	<b>\$135,276,908</b>
<b>Revenues</b>	
Tax Increment Contribution	\$42,013,475
U.S. Treasury Bond Reimbursement	
Other Revenue / Sale of Land	241,211
Interest	(2,871,971)
Contribution from Other Funds	29,774,813
<b>Total Revenues</b>	<b>\$69,157,528</b>
<b>Expenditures</b>	
Salaries and Benefits	\$3,777,360
Supplies	503,441
Professional Services and Agreements	4,074,034
Utilities	100,280
Travel and Training	17,003
Fleet Facilities Management / General Liability	539,486
Capital Outlay	5,114,219
City Services Agreement	776,062
Other Operating / Land Acquisition	491,590
Community Organizations	325,096
Business Incentives and Recaptures	289,996
Debt Service Transfers	11,766,344
Transfer to Other Funds	33,351,435
<b>Total Expenditures</b>	<b>\$61,126,346</b>
<b>**Change in Fund Balance</b>	<b>\$8,031,183</b>
From Annual Comprehensive Financial Report	8,031,183
*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, 2021, the taxable assessed valuation of the Original Downtown District was \$2,799,871,629 and \$1,433,382,594 for the Downtown District Expansion Area.

# COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2021-2022 REPUBLIC DRIVE DISTRICT\*

	2021-2022
<b>Assets</b>	
Cash/ Cash Equivalents	\$1,384,180
Cash/ Cash Equivalents (Restricted)	-
Investments (Restricted)	3,027,492
Capital Assets	
Land and non-depreciable assets	
Equipment and other depreciable assets	
<b>Total Assets</b>	<b>\$4,411,672</b>
<b>Liabilities (Short Term)</b>	
Other Liabilities	\$-
Accrued Interest Payable	-
Liabilities (Long Term)	
Existing Bonds	10,776,298
Internal Loan	
<b>Total Liabilities</b>	<b>\$10,776,298</b>
<b>Revenues</b>	
Tax Increment Contribution - Orlando	\$10,571,747
Tax Increment Contribution - Orange County	7,050,005
Transfer from Debt Fund	-
Interest	(39,251)
<b>Total Revenues</b>	<b>\$17,582,501</b>
<b>Expenditures</b>	
Surplus - Orlando	\$8,241,865
Surplus - Orange County	5,507,597
Debt Service Transfers	3,806,073
<b>Total Expenditures</b>	<b>\$17,555,535</b>
<b>Change in Fund Balance</b>	<b>\$26,967</b>
From Annual Comprehensive Financial Report	26,967
*Unaudited	\$(0.48)

The taxable assessed valuation of real property for the Original Republic Drive District as of January 1, 1995 was \$324,462,644. As of January 1, 2021, the taxable assessed valuation of the Original Republic Drive District was \$1,997,869,381.

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

	2021-2022
<b>Assets</b>	
Cash/ Cash Equivalents	\$111,007
Cash/ Cash Equivalents (Restricted)	-
Investments (Restricted)	1,914,820
Other Assets	
Capital Assets	
Land and non-depreciable assets	
Equipment and other depreciable assets	
<b>Total Assets</b>	<b>\$2,025,827</b>
<b>Liabilities (Short Term)</b>	
Other Liabilities	\$-
Accrued Interest Payable	-
Liabilities (Long Term)	
Existing Bonds	6,895,000
Internal Loan	
<b>Total Liabilities</b>	<b>\$6,895,000</b>
<b>Revenues</b>	
Tax Increment Contribution - Orlando	\$5,381,565
Tax Increment Contribution - Orange County	3,588,816
Transfer from Debt Fund	-
Interest	(20,107)
<b>Total Revenues</b>	<b>\$8,950,274</b>
<b>Expenditures</b>	
Other Expenditures	\$-
Surplus - Orlando	4,222,843
Surplus - Orange County	2,821,683
Debt Service Transfers	1,904,750
<b>Total Expenditures</b>	<b>\$8,949,276</b>
<b>Change in Fund Balance</b>	<b>\$998</b>
From Annual Comprehensive Financial Report	998
*Unaudited	(0)

The taxable assessed valuation of real property for the Original Conroy Road District as of January 1, 1993 was \$6,502,265. As of January 1, 2021, the taxable assessed valuation of the Original Conroy Road District was \$858,352,662.

# 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



Monica McCown  
Vice Chairman



Kimberly Stewart  
(Appointed  
February 2022)



Dr. Eugene Jones



Commissioner  
Emily Bonilla  
(Appointed July  
2022)



Doug Taylor



Dr. David Swanson  
(Resigned in June  
2022)



Commissioner  
Victoria Siplin  
(Term ended June  
2022)

## CRA AND DDB STAFF

Sherry Gutch  
Director of Placemaking

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

Chelsey Parrish  
Event Coordinator

Justin Eason  
Nighttime Economy Manager

Michael Whiteman  
Economic Development Coordinator

Tiffany Stephens  
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

Gerhard van der Snel  
Downtown Facility Supervisor

