



DDB

MEETING NOTICE

Orlando City Hall, Veterans Conference Room, 2nd Floor at 3:00PM

Welcome,

We are glad you have joined us for the March 22, 2023 Downtown Development Board meeting. If you are not on the agenda and would like to speak at the meeting and address the Board, please fill out an appearance request form and hand it to the Board Secretary. 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 3 minutes per item or as set during the meeting.

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.

AGENDA

1. Call Meeting to Order
2. Roll Call
3. Approval of Minutes
 - a. February 22, 2023 – Downtown Development Board Meeting
4. Executive Director’s Report – David Barilla, Acting Executive Director
5. Public Comment
6. New Business
 - a. Park DTO – Justin Eason, Nighttime Economy Manager
7. Date of Next Meeting
8. Adjournment

Persons wishing to appeal any decision made with respect to any matter considered at the Downtown Development 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: Jamie Barati, Chair
Monica McCown, Vice Chair
Eugene Jones
Kimberly Stewart
Rachel Moalli

FROM: David Barilla, Acting Executive Director of the Downtown Development Board/Community Redevelopment Agency

DATE: March 22, 2023

SUBJECT: Agenda items to be considered at the Downtown Development Board Meeting for March 22, 2023.

Approval of Minutes:

Staff will be available to answer any questions prior to Board consideration of approving the minutes of the February 22, 2023 Downtown Development Board Meeting

Public Comment:

New Business:

a. Park DTO – Justin Eason, Nighttime Economy Manager

The Downtown Orlando Community Redevelopment Area Plan (DTOutlook) specifically identifies the retention of small businesses as a key opportunity to ensure the success of the redevelopment within Downtown Orlando. Additionally, the DTOutlook notes the need to seek solutions to improve parking accessibility and options for downtown patrons, including the use of innovative solutions.

The purpose of the Park DTO Program (Program) is to encourage the retention of downtown businesses by increasing consumer spending and visitation in the Area by improving parking accessibility by temporarily funding parking costs.

This two-part Program provides customers with up to 2 hours of parking paid for by the Downtown Development Board (DDB) at any metered on-street parking spot and provides free valet parking for customers dining at eligible businesses within the Downtown Development Area.

Staff requests that the Downtown Development Board approve the Park DTO Program and authorize the Executive Director of the DDB to make expenditures under the Program in an amount not to exceed \$100,000.

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DDB

Date of Next Meeting:

The next Downtown Development Board Meeting will be held Wednesday, April 26, 2023 at 3:00 p.m. in Veterans Conference Room.

Adjournment

Persons wishing to appeal any decision made with respect to any matter considered at the Downtown Development 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.

Park DTO

Summary:

The Downtown Orlando Community Redevelopment Area Plan (DTOutlook) specifically identifies the retention of small businesses as a key opportunity for the CRA to ensure the success of the redevelopment within the Downtown Development Area (Area). Additionally, the DTOutlook notes the need to seek opportunities to improve parking accessibility and options for downtown patrons, including the use of innovative solutions.

The purpose of the Park DTO (Program) is to encourage the retention of downtown businesses by increasing consumer spending and visitation in the Area by improving parking accessibility by temporarily funding parking costs.

This two-part Program provides customers with up to 2 hours of parking paid for by the Downtown Development Board (DDB) at any metered on-street parking spot and provides free valet parking for customers dining at an eligible businesses within the Area.

Eligible Businesses – Valet Parking

Restaurants within the Area with a valid City of Orlando Business Tax Receipt (BTR) are eligible to participate in the valet parking validation component.

Validations at Designated Valet Parking Services:

Eligible businesses will apply to participate in the program. Approved restaurants will receive parking validation cards from the nearest valet parking service. A participating restaurant will give a customer with a valid purchase receipt (a receipt of the same as the parking date) a validation card. The customer will then present such card to the valet parking attendant at one of the designated valet parking services. Parking validations will be permitted for between the hours 5:30pm and 9:00pm.

Participating restaurants will provide invoices to the DDB with reports from the valet parking service which outline valet expenses including the cost of creation of parking validation cards for use with the Program.

Ineligible Uses and Revocation:

The Park DTO valet parking validation is only for use by customers dining at a participating restaurant in downtown Orlando. Parking validation must not be used by businesses owners or their employees. A participating restaurant in violation of the guidelines of the program shall have its validation privileges revoked.

Promotion Codes – On Street Parking:

Promotion codes for metered on-street parking will be available for use up to four (4) times per ParkMobile account. Codes will be shared with downtown visitors via various communication channels such as website, print media, and social media.

Promotion codes are valid seven days a week and 24 hours a day excluding major holidays or emergency situations. Any amount owed in excess of the validated time is the responsibility of the customer.

Program Cost:

The overall funding allocated to the parking validation program is \$100,000.

Program Term:

The Program shall end when the allocated funding is expended or on December 31, 2023, whichever is sooner. The Program may be extended for an additional 60 days by the CRA/DDB Executive Director.

Fiscal Impact Statement

Indicate the **Total Fiscal Impact** of the action requested, including personnel, operating, and capital costs. Indicate costs for the current fiscal year and annualized costs. Include all related costs necessary to place the asset in service.

Description: The Downtown Orlando Community Redevelopment Area Plan (DTOutlook) specifically identifies the retention of small businesses as a key opportunity to ensure the success of the redevelopment within Downtown Orlando. Additionally, the DTOutlook notes the need to seek solutions to improve parking accessibility and options for downtown patrons, including the use of innovative solutions. The purpose of the Park DTO Program (Program) is to encourage the retention of downtown businesses by increasing consumer spending and visitation in the Area by improving parking accessibility by temporarily funding parking costs. This two-part Program provides customers with up to 2 hours of parking paid for by the Downtown Development Board (DDB) at any metered on-street parking spot and provides free valet parking for customers dining at eligible businesses within the Downtown Development Area.

Expenses

Will the action be funded from the Department's current year budget? Yes No

If No, please identify how this action will be funded, including any proposed Budget Resolution Committee (BRC) action(s).

	Current Fiscal Year Cost Estimate	Estimated Annualized Cost Thereafter
Personnel	0	0
Operating/Capital	100,000	\$0
Total Amount	\$100,000	\$0

Comments (optional): This is a 'not to exceed' amount for the program.

Revenues

What is the source of any revenue and the estimated amount? (enter text here) Amount **\$0**

Is this recurring revenue? Yes No

Comments (optional): Please see description above

Funding

Expenses/Revenues will be recorded to:

	Source #1	Source #2	Source #3
Fund	4190 F	(enter text here)	(enter text here)
Department /Division	EDV/DDB	(enter text here)	(enter text here)
Cost Center/Project/Grant	DDB0001 C	(enter text here)	(enter text here)
Total Amount	\$100,000	\$0	\$0