



AB

MEETING NOTICE

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

Welcome,

We are glad you have joined us for the October 18, 2023 Community Redevelopment Agency Advisory 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. August 23, 2023 – CRA Advisory Board Meeting
4. Public Comment
5. New Business
 - a. DTO Retail Program – Michael Whiteman, Economic Development Coordinator
 - b. DTO Restaurant Program – Michael Whiteman, Economic Development Coordinator
 - c. DTO Restaurant Program: Allure – Michael Whiteman, Economic Development Coordinator
 - d. DTO Restaurant Program: Bao Spot – Michael Whiteman, Economic Development Coordinator
 - e. DTO Restaurant Program – Mango Fresh, Michael Whiteman, Economic Development Coordinator
 - f. Amendment IV to Contract with Artistic Holiday Designs, LLC for Downtown Orlando Holiday Décor and Lighting Services, RFP19-0173 – Sherry Gutch, Director of Placemaking
6. Date of Next Meeting
7. Adjournment

MEMORANDUM

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

TO: Monica McCown, Chair
Eugene Jones, Vice Chair
Kimberly Stewart
Rachel Moalli
Steve Garrity
Doug Taylor
Commissioner Emily Bonilla

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

DATE: October 18, 2023

SUBJECT: Agenda items to be considered at the Community Redevelopment Agency Advisory Board Meeting for Wednesday, October 18, 2023.

Approval of Minutes:

Staff will be available to answer any questions prior to Board consideration of approving the minutes of the August 23, 2023 Community Redevelopment Agency Advisory Board Meeting.

Public Comment:

New Business:

- a. **DTO Retail Program – Michael Whiteman, Economic Development Coordinator**
The Retail Stimulus Program was created in 2010 by the Community Redevelopment Agency to attract strong retail operators and to achieve high-quality interior buildouts of new retail establishments within the CRA. The program guidelines were last updated in 2020, however, given the increase in costs associated with construction and the wish to establish a more diverse retail scene as mentioned by the DTO Outlook, there is a desire to amend the program. Additionally, the DTO Outlook encourages the CRA to support retail development through the creation of incentive programs to reduce barriers to entry in the downtown market. The goal of the amended program is to establish the Downtown Orlando Community Redevelopment Area (Area) as a retail destination, to attract locals and visitors to downtown Orlando and to activate vacant spaces.

The Retail Stimulus Program will be divided into two programs, the DTO Retail Program and the DTO Restaurant Program with higher funding levels for the DTO Restaurant Program due to the greater build-out costs for high-quality dining restaurants. The DTO Retail Program allows for qualifying businesses to be eligible for reimbursement funding for tenant improvements and rent expenses. The maximum funding amount per eligible business is \$200,000. The applicant must have at least two (2) years of ownership or operations management experience in a similar type of retail business. In addition, the program now provides funding for personal service in addition to traditional retail businesses with different levels of funding amounts due to build-out costs.

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Applications will be governed by the DTO Restaurant guidelines starting on June 20th, 2023. Applicants that have submitted a completed application prior to June 20th, 2023 shall be governed by the Retail Stimulus Program guidelines.

Staff is requesting that the CRA Advisory Board recommend to the CRA approval of the revised DTO Retail Program.

b. DTO Restaurant Program – Michael Whiteman, Economic Development Coordinator

The Retail Stimulus Program was created in 2010 by the Community Redevelopment Agency to attract strong retail operators and to achieve high-quality interior buildouts of new retail establishments within the CRA. The program guidelines were last updated in 2020, however, given the increase in costs associated with construction and the wish to establish a diverse dining scene as mentioned in the DTO Outlook, there is a desire to amend the program. Additionally, the DTO Outlook highlights that downtown has a good variety of casual and take-out lunch establishments, but the options for sit-down, full-service dining are more limited and additional cuisine choices are needed. The goal of the amended program is to establish the Downtown Orlando Community Redevelopment Area (Area) as a foodie destination to attract locals and visitors to downtown Orlando and to activate vacant spaces.

The Retail Stimulus Program will be divided into two programs, the DTO Retail Program and the DTO Restaurant Program with higher funding levels for the DTO Restaurant Program due to the greater build-out costs for high-quality dining restaurants. The DTO Restaurant Program allows for qualifying businesses to be eligible for reimbursement funding for tenant improvements and rent expenses, with higher funding amounts for full-service restaurants and restaurants in designated focus areas. The maximum funding amount per eligible business is \$475,000. In addition, other proposed changes include the addition of “focus areas” and the applicant’s previous experience requirements. These “focus areas” were identified as key commercial corridors in which additional investment would encourage business-to-consumer concepts to enter the area, resulting in increased pedestrian activity. Also, the applicant must have at least five (5) years of restaurant ownership or restaurant operations management experience for eligibility.

Applications will be governed by the DTO Restaurant Program guidelines starting on June 20th, 2023. Applicants that have submitted a completed application prior to June 20th, 2023 shall be governed by the Retail Stimulus Program guidelines.

Staff is requesting that the CRA Advisory Board recommend to the CRA approval of the revised DTO Restaurant Program.

c. DTO Restaurant Program: Allure – Michael Whiteman, Economic Development Coordinator

In 2010, the Community Redevelopment Agency (CRA) created the CRA Retail Stimulus Program to attract strong retail operators and to achieve high-quality interior buildouts of new retail establishments within the CRA. In 2023, the program was amended to allow qualifying businesses under the DTO Restaurant Program to be eligible for up to \$400,000 for tenant improvements, as well as up to \$50,000 to cover

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rent expenses, for a potential maximum funding amount of \$475,000 depending on program criteria, such as location, square footage and restaurant type.

Allure Orlando, a fine dining restaurant, has applied for funding under the Program to make eligible improvements to the space located at 13 W. Pine Street, Orlando, FL 32801. Funding received would be used for build-out expenses including electrical, plumbing, mechanical systems, flooring, framing, drywall, lighting and doors. The total capital investment by the applicant for build-out costs is \$298,000. Based on the Program guidelines, the applicant is eligible for reimbursement of up to \$75,000 for tenant improvements and \$50,000 in rental assistance, bringing the total funding amount that Allure Orlando is eligible for to \$125,000.

Staff is requesting that the CRA Advisory Board recommend to the CRA approval of the DTO Restaurant Program Funding Agreement between the Community Redevelopment Agency and Allure Orlando LLC, subject to review and approval of the City Attorney's Office, and authorization for the Chair and Executive Director of the CRA to execute such Funding Agreement.

d. DTO Restaurant Program: Bao Spot – Michael Whiteman, Economic Development Coordinator

In 2010, the Community Redevelopment Agency (CRA) created the CRA Retail Stimulus Program to attract strong retail operators and to achieve high-quality interior buildouts of new retail establishments within the CRA. In 2023, the program was amended to allow qualifying businesses under the DTO Restaurant Program to be eligible for up to \$400,000 for tenant improvements, as well as up to \$50,000 to cover rent expenses, for a potential maximum funding amount of \$475,000 depending on program criteria, such as location, square footage and restaurant type.

The Bao Spot, a quick service restaurant, has applied for funding under the Program to make eligible improvements to the space located at 54 W. Church Street, Suite 140, Orlando, FL 32801. Funding received would be used for build-out expenses including electrical, plumbing, HVAC, flooring and ceiling improvements. The total capital investment by the applicant for build-out costs is \$150,890. Based on the Program guidelines, the applicant is eligible for reimbursement of up to \$75,000 for tenant improvements and \$50,000 in rent assistance, bringing the total funding amount that The Bao Spot is eligible for to \$125,000.

Staff is requesting that the CRA Advisory Board recommend to the CRA approval of the DTO Restaurant Program Funding Agreement between the Community Redevelopment Agency and The Bao Space LLC, subject to review and approval of the City Attorney's Office, and authorization for the Chair and Executive Director of the CRA to execute such Funding Agreement.

e. DTO Restaurant Program: Mango Fresh – Michael Whiteman, Economic Development Coordinator

In 2010, the Community Redevelopment Agency (CRA) created the CRA Retail Stimulus Program to attract strong retail operators and to achieve high-quality interior buildouts of new retail establishments within the CRA. In 2023, the program was amended to allow qualifying businesses under the DTO Restaurant Program to be

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eligible for up to \$400,000 for tenant improvements, as well as up to \$50,000 to cover rent expenses, for a potential maximum funding amount of \$475,000 depending on program criteria, such as location, square footage and restaurant type.

Mango Fresh, a juice bar and quick service restaurant, has applied for funding under the Program to make eligible improvements to the space located at 361 N. Rosalind Avenue, Suite 4, Orlando, FL 32801. Funding received would be used for build-out expenses including electrical, plumbing, HVAC, flooring, framing, drywall, life safety, countertop, cabinets and doors. The total capital investment by the applicant for built-out costs is \$168,854. Under the Program, the applicant is eligible for reimbursement of up to \$75,000 for tenant improvements and \$25,000 in rent assistance, bringing the total funding amount that Mango Fresh is eligible for to \$100,000.

Staff is requesting that the CRA Advisory Board recommend to the CRA approval of the DTO Restaurant Program Funding Agreement between the Community Redevelopment Agency and Mango Verde Fresh, CORP, subject to review and approval of the City Attorney's Office, and authorization for the Chair and Executive Director of the CRA to execute such Funding Agreement.

f. **Amendment IV to Contract with Artistic Holiday Designs, LLC for Downtown Orlando Holiday Décor and Lighting Services Contract Amendment – Sherry Gutch, Director of Placemaking**

On September 9, 2019, the CRA entered into an agreement with Artistic Holiday Designs, LLC ("Contract") for the provision of holiday décor and lighting along with services for installation, removal, and storage of items purchased. Since 2019, the Contract was amended to include the purchase of additional products including new 60' tree and daily servicing of the décor.

The proposed amendment to the Downtown Orlando Holiday Décor and Lighting Services Contract sets forth the terms related to the lease of additional products and services related to such décor. It is envisioned that the leased décor will be located between Lake Eola Park and City Hall Plaza to create a holiday stroll, including wrapped light posts and larger ornamental lighting at strategic locations along the route. The total amount for the lease of the additional décor and provision of related services, including installation, removal, and daily maintenance, is \$508,639.52.

Staff is requesting that the CRA Advisory Board recommend to the CRA approval of Amendment Four to Downtown Orlando Holiday Décor and Lighting Services Contract between the CRA and Artistic Holiday Designs, LLC., subject to review and approval of the City Attorney's Office, and authorization for the Chief Procurement Officer to execute the Amendment.

Date of Next Meeting:

- a. The next Community Redevelopment Agency Advisory Board Meeting will be held Wednesday, November 15, 2023 at 3:00PM in the Veterans Conference Room.

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