

A meeting of the Community Redevelopment Agency Advisory Board was held on Wednesday, April 24 2024 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Monica McCown called the meeting to order at 3:59 p.m. noting a quorum was present.

MEMBERS PRESENT: Monica McCown, Chair
Eugene Jones, Vice Chair
Kimberly Stewart
Steve Garrity
Doug Taylor

MEMBERS ABSENT: Commissioner Emily Bonilla
Rachel Moalli

STAFF PRESENT: David Barilla, Executive Director
Mercedes Blanca, Assistant Director
Stacey Adams, Assistant City Attorney
Felix Roman, Board Secretary
Liz Nigro, Senior Administrative Assistant
Kelly Allen, Marketing and Communications Manager
Kelley Castellanos, Marketing and Communications Coordinator
Etajah Mourier, Interactive Media Coordinator
Michael Whiteman, Economic Development Coordinator III
Christina Hyson, Project Manager
Mary-Stewart Droege, Project Manager
Gerhard van der Snel, Downtown Facilities Supervisor
Christel Brooks, Fiscal Coordinator
Samantha Levine, Housing and Homelessness Initiatives Manager
Rose Garlick, Discover Downtown Manager
Justin Eason, Nighttime Economy Manager
Brooke R. Bonnett, Economic Development Director
Eric Ushkowitz, Business Development Division Manager
Sherry Gutch, Director of Placemaking

Approval of Minutes

- a. A motion was made by Doug Taylor and seconded by Eugene Jones to approve the March 27, 2024 CRA Advisory Board meeting minutes. The motion carried unanimously.

Public Comment: None

New Business:

- a. **High Wage High Value Job Creation Program Agreement between the Community Redevelopment Agency of the City of Orlando and Travel + Leisure Co. – David Barilla, Executive Director**

On April 17, 2006, the Community Redevelopment Agency (CRA) approved the High Wage/High Value Job Creation Program for the purpose of locating industries and headquarters with high-value jobs to Downtown Orlando. In 2023, the program was amended to include a new incentive, the Parramore HQ Incentive, for a company that locates high-wage, high-value jobs within the Parramore Planning Area with total package of eligible incentives of up to \$4,000 per job.

Travel + Leisure Co., is the world's leading membership and leisure travel company, with a

portfolio of nearly 20 resort, travel club, and lifestyle travel brands. Established in 2006, Travel + Leisure Co.'s headquarters is currently located in the Williamsburg area of Orlando.

Travel + Leisure Co. plans to move 908 jobs to downtown Orlando and create 102 high-value jobs that are more than 200% of the average annual private-sector wage in Orange County over five (5) years. Travel + Leisure Co.'s capital investment in the build-out and equipment is estimated to be \$29,400,000 over two (2) years. The maximum funding amount that Travel + Leisure Co. is eligible for is \$4,040,000.00 through the High Wage / High Value Job Creation Program.

Staff requested that the CRA Advisory Board recommend to the CRA approval of the High Wage/High Value Job Creation Program Agreement between the CRA and Travel + Leisure Co., and authorizing the Chairman of the CRA and the Executive Director of the CRA to execute the Agreement in substantially the form of the attached Agreement, subject to the review and approval by the City Attorney's Office, and approving expenditures from the Downtown Orlando Community Redevelopment Area Trust Fund in the amount of up to \$4,040,000.00 in High Wage/High Value Job Creation Program funding for Travel + Leisure Co.


A motion was made by Doug Taylor and seconded by Kimberly Stewart to recommend approval of the High Wage/High Value Job Creation Program Agreement between the CRA and Travel + Leisure Co., and authorizing the Chairman of the CRA and the Executive Director of the CRA to execute the Agreement in substantially the form of the attached Agreement, subject to the review and approval by the City Attorney's Office, and approving expenditures from the Downtown Orlando Community Redevelopment Area Trust Fund in the amount of up to \$4,040,000.00 in High Wage/High Value Job Creation Program funding for Travel + Leisure Co. The motion carried unanimously.

Next Meeting

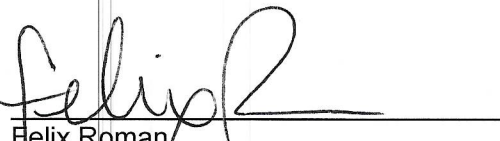
The next scheduled meeting of the Community Redevelopment Agency Advisory Board is Wednesday, May 22, 2024 at 3:00 p.m. in Veterans Conference Room.

Adjournment

There being no further business to come before the Community Redevelopment Agency Advisory Board, Chair Monica McCown adjourned the meeting at 4:11 p.m.



David Barilla
Executive Director



Felix Roman
Board Secretary