

A meeting of the Community Redevelopment Agency Advisory Board was held on Wednesday, October 18, 2023 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Vice Chair Eugene Jones called the meeting to order at 3:32 p.m. noting a quorum was present.

MEMBERS PRESENT: Eugene Jones, Vice Chair
Rachel Moalli
Kimberly Stewart
Steve Garrity
Doug Taylor

MEMBERS ABSENT: Monica McCown, Chair
Commissioner Emily Bonilla

STAFF PRESENT: David Barilla, Executive Director
Mercedes Blanca, Assistant Director
Stacey Adams, Assistant City Attorney
Felix Roman, Board Secretary
Kelly Allen, Marketing and Communications Manager
Kelley Castellanos, Marketing and Communications Coordinator
Natalie Moron, Marketing and Communications Intern
Katelyn Harris, Interactive Media Coordinator
Chelsey Parrish, Special Event Coordinator
Michael Whiteman, Economic Development Coordinator III
Christel Brooks, Fiscal Coordinator
Christina Hyson, Project Manager
Gerhard van der Snel, Downtown Facilities Supervisor
Mary-Stewart Droege, Project Manager
Justin Eason, Nighttime Economy Manager

Approval of Minutes

- a. A motion was made by Doug Taylor and seconded by Kimberly Stewart to approve the August 23, 2023 CRA Advisory Board meeting minutes. The motion carried unanimously.

Public Comment:

Rebecca Thomas, as a representative of Luxe Med Spa, spoke as a proponent of the DTO Retail Program. She addressed the board and they thanked her for her comments.

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 based on square footage. 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.

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

Staff requested that the CRA Advisory Board recommend to the CRA approval of the revised DTO Retail Program to the CRA, subject to the review and approval of the City Attorney's Office.

A motion was made by Doug Taylor and seconded by Kimberly Stewart to recommend approval of the revised DTO Retail Program to the CRA, subject to the review and approval of the City Attorney's Office. The motion carried unanimously.

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 based on square footage and location. 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 received on or after June 20th, 2023, will be governed by the DTO Restaurant Program guidelines. Applicants that have submitted a completed application prior to June 20th, 2023 shall be governed by the Retail Stimulus Program guidelines.

Staff requested that the CRA Advisory Board recommend to the CRA approval of the revised DTO Restaurant Program to the CRA, subject to the review and approval of the City Attorney's Office.

A motion was made by Doug Taylor and seconded by Kimberly Stewart to recommend approval of the revised DTO Restaurant Program to the CRA, subject to the review and approval of the City Attorney's Office. The motion carried unanimously.

c. DTO Restaurant Program Agreement with Allure Orlando, LLC – 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.

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 requested 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.

A motion was made by Doug Taylor and seconded by Kimberly Stewart to recommend 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. The motion carried unanimously.

d. DTO Restaurant Program Agreement with Mango Verde Fresh Corp – 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.

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 requested 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.

A motion was made by Kimberly Stewart and seconded by Doug Taylor to recommend 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. The motion carried unanimously.

e. Amendment to High Wage High Value Program – David Barilla, Executive Director

It is the City of Orlando's and the CRA's intent to attract and encourage the expansion of targeted industries and targeted headquarters with high-wage, high-value jobs to Downtown Orlando by providing the following incentives for the purpose of accomplishing goals such as: Diversifying the local economy, growing high-wage, high-value jobs, and growing targeted industries. Incentives are available for qualified companies that offer high-wage, high-value jobs that are or will be located within the Downtown Orlando Community Redevelopment Area (Area).

The current High Wage/High Value Job Creation Program offers incentives for three different categories with total incentives of up to \$4,000 per job. The CRA can provide the following:

- A job creation incentive of up to \$2,000 per job.
- A downtown living incentive of up to \$1,000 per job.
- A public transportation incentive of up to \$1,000 per job.

The revised High Wage/High Value Job Creation Program will include a new incentive and an updated program requirement.

- Adding Parramore HQ Incentive of up to \$2000 per job, for a company that locates high-wage, high-value jobs within the Parramore Planning Area.
- The square foot of office space per incented employee requirement with change from 200 to 150 square feet.

Staff requested that the CRA Advisory Board recommend to the CRA that it approve the Amendment to High Wage High Value Job Creation Program, subject to the review and approval of the City Attorney's Office.

A motion was made by Doug Taylor and seconded by Kimberly Stewart to recommend approval of the Amendment to High Wage High Value Program, subject to the review and approval of the City Attorney's Office. The motion carried unanimously.

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 requested 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.

A motion was made by Kimberly Stewart and seconded by Doug Taylor to recommend 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. The motion carried unanimously.

Next Meeting

The next scheduled meeting of the Community Redevelopment Agency Advisory Board is Wednesday, November 15, 2023 at 3:00 p.m. in Veterans Conference Room.

Adjournment

There being no further business to come before the Community Redevelopment Agency Advisory Board, Vice Chair Eugene Jones adjourned the meeting at 4:25 p.m.



David Barilla
Executive Director

Felix Roman
Board Secretary