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DOWNTOWN
ORLANDO™

20

ANNUAL REPORT



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MESSAGE FROM THE MAYOR

Last year was filled with extraordinary challenges. We took on a pandemic, economic hardship and uncertainty, a renewed fight for equity and social justice, and divisive politics.

This tested our community and our country in ways that would have been unimaginable just a year ago. However, as we have so many times in the past, our community has continued to support one another and for that I am so grateful.

During this difficult time, the City of Orlando, businesses and partners continued to adapt and adjust to be able to provide essential services, programs and amenities to our community.

We continued to make investments that supported economic development, jobs, housing, homelessness and education – areas that are more important than ever as we strive to make Orlando a more equitable city.

Our arts and cultural partners and venues created safe outdoor entertainment activities, such as enjoying live music at the Dr. Phillips Center for the Performing Arts or watching a movie on the East Lawn at Lake Eola Park.

We are grateful to all of our community partners and businesses for being innovative and creating safe environments so that residents could enjoy quality-of-life amenities and experiences, while balancing keeping ourselves and our loved ones safe and keeping our economy moving forward.

A difficult 2020 is now behind us, but we understand that the turning of the page to a new year doesn't put an end to the challenges we are facing. I know that we will continue working together to make downtown Orlando a premiere metropolitan area.

Buddy Dyer
Mayor
CRA Chairman



MESSAGE FROM THE EXECUTIVE DIRECTOR

There is no denying that this year has been filled with challenges for each business and resident in our community. During this trying time, not only did we continue to deliver the superior services, programs, and amenities that our community is accustomed to, but we built and expanded these efforts.

Despite the pandemic, development continued in downtown. Several notable projects include Radius Apartment Tower, a \$95 million mixed-use development, and the commencement of construction for Modera Creative Village, a \$75 million market rate apartment complex.

New businesses opened their doors in downtown Orlando and celebrated milestone anniversaries. We were excited to welcome The Julian apartments, a mixed-use community located within Creative Village, as well as a several restaurants and health and wellness businesses. Additionally, we celebrated Southwest Steel's 80th anniversary in downtown Orlando.

Several measures were taken to suppress the spread of COVID-19 within the community, working together with lead agencies Orange County and the Florida Department of Health in Orange County, to ensure a coordinated response. Some of these efforts included additional responsibilities for the Downtown Clean Team and Downtown Ambassadors, expanded operational space, the creation of parklets, and installing hand sanitizers around downtown.

As we continued to work together to stay safe and restart the economy, we sought to make it easier than ever to drive, park, and explore the tastes, sights, and experiences found only in downtown. Park DTO launched in 2020 and provides on-street parking and garage parking inside specific City of Orlando garages for free while dining and shopping downtown. In 2020, the Park DTO program was used more than 11,300 times.

These efforts and more provided ease and convenience to our residents and visitors to experience downtown Orlando during this time.

In the year ahead, we will continue our mission to strengthen development in downtown Orlando. We are thankful for your partnership and perseverance as we continue onward.

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		2020		2025		
Population	9,511		15,097		19,468		
Households	5,721		9,275		12,077		
Families	1,080		1,816		2,429		
Average Household Size	1.44		1.48		1.50		
Owner Occupied Housing Units	1,214		1,665		1,731		
Renter Occupied Housing Units	4,507		7,610		10,346		
Median Age	38.6		39.1		39.2		
Trends: 2020-2025 Annual Rate	Area		State		National		
Population	5.22%		1.33%		0.72%		
Households	5.42%		1.27%		0.72%		
Families	5.99%		1.23%		0.64%		
Owner HHs	0.78%		1.22%		0.72%		
Median Household Income	2.51%		1.51%		1.60%		
Households by Income			2020		2025		
			Number	Percent	Number	Percent	
	<\$15,000		1,429	15.4%	1,611	13.3%	
	\$15,000 - \$24,999		965	10.4%	1,126	9.3%	
	\$25,000 - \$34,999		703	7.6%	814	6.7%	
	\$35,000 - \$49,999		740	8.0%	909	7.5%	
	\$50,000 - \$74,999		1,613	17.4%	2,009	16.6%	
	\$75,000 - \$99,999		1,346	14.5%	1,867	15.5%	
	\$100,000 - \$149,999		1,260	13.6%	1,929	16.0%	
	\$150,000 - \$199,999		464	5.0%	755	6.3%	
\$200,000+		755	8.1%	1,057	8.8%		
Median Household Income		\$60,071		\$68,003			
Average Household Income		\$86,177		\$96,505			
Per Capita Income		\$52,726		\$59,603			
Population by Age	Census 2010		2020		2025		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	245	2.6%	424	2.8%	612	3.1%
	5 - 9	182	1.9%	355	2.4%	455	2.3%
	10 - 14	150	1.6%	282	1.9%	371	1.9%
	15 - 19	136	1.4%	273	1.8%	398	2.0%
	20 - 24	807	8.5%	928	6.1%	1,432	7.4%
	25 - 34	2,732	28.7%	3,961	26.2%	4,815	24.7%
	35 - 44	1,316	13.8%	2,724	18.0%	3,511	18.0%
	45 - 54	1,029	10.8%	1,760	11.7%	2,229	11.5%
	55 - 64	733	7.7%	1,344	8.9%	1,779	9.1%
	65 - 74	698	7.3%	1,165	7.7%	1,526	7.8%
	75 - 84	835	8.8%	980	6.5%	1,325	6.8%
85+	651	6.8%	903	6.0%	1,014	5.2%	
Race and Ethnicity	Census 2010		2020		2025		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	7,031	73.9%	10,843	71.8%	13,671	70.2%
	Black Alone	1,577	16.6%	2,397	15.9%	3,372	17.3%
	American Indian Alone	18	0.2%	29	0.2%	36	0.2%
	Asian Alone	393	4.1%	781	5.2%	1,046	5.4%
	Pacific Islander Alone	3	0.0%	5	0.0%	7	0.0%
	Some Other Race Alone	242	2.5%	528	3.5%	663	3.4%
	Two or More Races	248	2.6%	513	3.4%	675	3.5%
	Hispanic Origin (Any Race)	1,343	14.1%	2,991	19.8%	3,926	20.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

October 05, 2020

DEVELOPMENT ACTIVITY

DEVELOPMENT ACTIVITY

At the end of 2020, there were 14 projects underway in downtown Orlando representing more than \$3.4 billion in investment (\$1.1 billion in private and \$2.3 billion in public).

These projects included nearly 2,267 residential units, 420 hotel rooms, 130,185 sq. ft. of retail space, and 206,500 sq. ft. of office space. Furthermore, there were 17 proposed projects representing nearly \$2.2 billion in investment. These projects included 2,633 residential units, 1,054 hotel rooms, 161,407 sq. ft. of retail space, and 1,592,278 sq. ft. of office space.

The downtown market saw the commencement of several notable projects during the year, with some of the most noteworthy being apartment complexes or mixed-use developments. Among them includes Radius Apartment Tower located at 108 E. Livingston St. – a \$95 million mixed-use development that will include 389 dwelling units, 14,000 sq. ft. of retail space, and a public plaza. This project is anticipated to finish in the first half of 2021. This year also saw the commencement of construction for Modera Creative Village – a \$75 million, 292-unit market rate apartment complex with a 335-space parking garage and 11,000 sq. ft. of ground-floor commercial space. Construction also began on a development called the Orange and Robinson Apartments – a \$65 million mixed-use development that

will include 368 dwelling units, 4,000 sq. ft. of retail space, a 11,500 sq. ft. courtyard and a 729-space parking garage. The estimated completion date for this development is spring 2021.

Another project currently under construction as of this year is Society Orlando, which when completed, will be the single largest residential development in the downtown area. Located near the Orange County Courthouse, the three-phase, mixed-use project will feature three towers with panoramic views, rooftop spaces, and a food hall. It will also include 867 dwelling units when all phases are complete, along with 41,000 sq. ft. of retail and commercial space and a 1,374-space parking garage. Phases I and II of the project are slated for completion in fall 2022 and there is no established timeline for Phase III at this time.

Another significant development includes the completion of construction at The Julian at Creative Village – a 14-story, \$108 million, 409-unit market rate apartment tower with 6,500 sq. ft. of ground floor commercial space and a 570-space parking garage. The Julian is located at 462 N. Terry Ave. and construction is also currently underway for The Monroe, a full-service restaurant that will be located on the first floor of the property.



COMMUNITY REDEVELOPMENT AGENCY 2020 PROJECTS

Projects	Proposed Budget	2020 Expenditures	Total Expenditures	Start Date	Completion Date
Branded Parking Garage Signs	\$45,000.00	\$41,315.00	\$41,315.00	10/1/19	8/20/20
*CRA Single-Family Homes (Phase 3)	\$1,827,909.97	\$128,005.00	\$128,005.00	2/20/20	Ongoing
Downtown Rideshare Hub Pilot Program (Phase 2)	\$125,000.00	\$112,627.00	\$122,012.58	11/1/19	Ongoing
Downtown Vehicular Wayfinding	\$282,186.60	\$198,809.00	\$282,186.00	5/1/18	Ongoing
DTO Go Pilot Program	\$505,000.00	\$340,000.00	\$374,000.00	12/1/19	Ongoing
Holiday Décor	\$600,000.00	\$329,399.96	\$516,066.60	2/1/19	Ongoing
Streetscape Improvements	\$500,000.00	\$329,232.00	\$329,232.00	1/20/20	12/20/20
Art*2	\$2,000,000.00	\$81,269.00	\$81,269.00	3/1/20	Ongoing
Lake Eola Master Plan (w/ Parks Department)	\$100,000.00	\$18,537.34	\$18,537.34	1/1/20	Ongoing
Church St. Improvement Project	\$350,000.00	-	-	8/1/20	Ongoing
Nighttime Economy Impact Assessment	\$99,950.00	\$49,975.00	\$49,975.00	8/20/20	Ongoing
Downtown Parklet Program	\$200,000.00	\$35,615.66	\$35,615.66	9/20/20	Ongoing
Small Business Rental Assistance Program	\$1,500,000.00	-	-	9/17/20	Ongoing
Park DTO	\$100,000.00	\$22,569.50	\$22,569.50	8/20/20	Ongoing
Downtown Master Plan	TBD	-	-	6/20/20	Ongoing
Creative Village Luminary Green	\$5,500,000.00	-	-	12/19/20	Ongoing
Under-i Design	\$1,500,000.00	-	-	11/20/20	Ongoing
*Parramore Oaks (Phase II)	\$2,152,000.00	-	-	8/19/20	Ongoing
Lake Eola Land Acquisition	\$1,225,000.00	-	-	6/20/20	Ongoing
Vehicle Mitigation Barriers	\$1,600,000.00	-	-	2/20/20	Ongoing
*Amelia Court	\$625,750.00	\$625,750.00	\$625,750.00	2/20/20	3/1/20
*Baptist Terrace	\$1,000,000.00	\$1,000,000.00	\$1,000,000.00	2/1/20	7/1/20
Ambassador Program	\$1,737,948.84	\$458,826.52	\$1,178,775.36	5/18/18	Ongoing
TOTAL	\$23,575,745.41	\$3,771,930.98	\$4,805,309.04		

* Affordable housing initiative

COMMUNITY REDEVELOPMENT AGENCY 2020 FUNDS AWARDED BY PROGRAMS

Programs	Awarded	2020 Expenditures	Total Expenditures	Start Date	Completion Date
Downtown Commercial and Residential Building Improvement Program (DCRBIP)					
120 E Robinson LLC - 120 E. Robinson St.	\$34,085.50	\$34,085.50	\$34,085.50	12/1/19	12/20/20
150 N Orange Owner, LLC - 150 N Orange Ave	\$100,000.00	-	-	1/20/20	Ongoing
743 N Magnolia Holdings, LLC - 743 N Magnolia St	\$66,243.79	-	-	9/20/20	Ongoing
Pattie-Lou's Donuts - 139 E Pine St	\$5,479.11	-	-	10/20/20	Ongoing
Golden Fonseca Investments, LLC - 123 W Church St	\$28,479.00	-	-	12/20/20	Ongoing
Garber Development LLC - 610 N. Orange Ave.	\$93,668.00	\$93,667.50	\$93,667.50	12/1/19	12/20/20
Harold Productions Inc - 578 N. Orange Ave.	\$100,000.00	\$100,000.00	\$100,000.00	8/1/19	3/20/20
Z Salons and Suites - 648 1/2 W. South St.	\$5,569.00	-	-	10/1/19	Ongoing
Minority/Women Entrepreneur Business Assistance Program (MEBA)					
Chloe Lane Embroidery, LLC	\$35,563.00	-	-	10/1/19	Ongoing
Sy's Supermarket	\$6,000.00	\$6,000.00	\$6,000.00	8/20/20	11/20/20
Dasumakim	\$6,000.00	\$6,000.00	\$6,000.00	8/20/20	10/20/20
J. Henry	\$6,000.00	\$2,715.75	\$2,715.75	8/20/20	Ongoing
Ma-bells Sandwiches and Ice Cream, LLC	\$6,000.00	\$2,025.00	\$2,025.00	10/20/20	Ongoing
Jack & Jackie's Wingz, Things & BBQ, LLC	\$6,000.00	\$1,200.00	\$1,200.00	8/20/20	Ongoing
Neu Blooms	\$39,400.11	\$11,737.99	\$11,738.06	4/1/18	Ongoing
Popcorn Junkie, LLC	\$38,187.00	\$38,186.97	\$38,186.97	10/1/19	5/20/20
Styles by Son'Jae	\$30,808.54	\$9,788.92	\$9,788.92	7/1/19	Ongoing
TOTAL	\$607,483.05	\$305,407.63	\$305,407.70		

CREATIVE VILLAGE

Creative Village builds on the success of Orlando's technology and innovation economy by transforming 68-acres of city-owned land into a mixed-use, transit oriented, urban innovation district anchored by the regional headquarters for Electronic Arts, Inc. (EA), UCF Downtown, and the Valencia College Downtown Campus which serves nearly 7,700 students in digital media, communication, public services, and health-related programs along with Valencia College's world-class culinary and hospitality program – a partnership with Walt Disney World.

Phase I of Creative Village is under construction and represents nearly \$700 million in investment with over 350,000 sq. ft. of higher education space, 175,000 sq. ft. of office space, 957 multifamily units, and approximately 640 student housing beds. This includes developments completed in 2019 including the \$60 million 256-unit Amelia Court at Creative Village, the \$105 million mixed-use tower UnionWest with 105,000 sq. ft. of academic space and nine floors of student housing and the \$66 million Dr. Phillips Academic Commons, the academic anchor of the downtown campus.

CREATIVE VILLAGE MILESTONES IN 2020 INCLUDE:

- The opening of The Julian, a 14-story, \$108 million, 409-unit market rate apartment tower with 6,500 sq. ft. of ground-floor commercial space and a 570-space parking garage. The project amenities include a rooftop swimming pool, clubhouse and fitness center, a dog wash, an amenity deck, and large collaboration spaces on each residential floor. The Julian was co-developed by Ustler Development, Inc. and The Allen Morris Company and represents one of the largest privately financed office buildings in the history of downtown Orlando.
- The groundbreaking on the 2.3-acre, \$5.3 million park at Creative Village which will provide opportunities for students, residents and visitors to gather, play, and enjoy the outdoors. The park will include a level open space area for events or unorganized recreation, landscaped areas shaded with canopy trees, various types of seating, functional and decorative lighting, and hardscaped areas for performance and/or future art installations. The park will also include a large artistic circular trellis that will serve as the aesthetic cornerstone of the park and provide additional shaded area for park patrons. Construction on the park is expected to be complete in the fall of 2021.
- The groundbreaking of the regional headquarters for EA. EA has signed a long-term lease for a nearly \$60 million, privately developed, 175,940 sq. ft. office building. With its relocation, EA will bring 800 to 1,000 high-wage jobs to downtown Orlando in the fall of 2021. This is the largest corporate relocation in downtown Orlando in decades.
- The groundbreaking for Modera Creative Village – being developed by Mill Creek Residential – a nearly \$75 million, 292-unit market rate apartment development with a 335-space parking garage and 11,000 sq. ft. ground-floor commercial space. Construction is expected to be completed in the first half of 2022.

Creative Village is currently in Phase I of a three-phase development plan with the city's Master Development Agreement with its development partner, Creative Village Development, LLC extending through 2031.

Phase II of vertical development at Creative Village is planned to be delivered between 2023 – 2026. Phase II includes a 185,000 sq. ft. office building, 175 room hotel, apartment project (approximately 250-300 units) and the next student housing building (500-600 purpose-built student housing beds) to support the UCF Downtown and the Valencia College Downtown Campus. Collectively, these planned projects represent well over \$200 million in development activity.

When complete, this high-quality, sustainable neighborhood development will represent \$1.5 billion in new development and a dynamic mix of uses including up to:

500,000 sq. ft. of office/creative space

800,000 sq. ft. of higher education space

2,000 residential units

1,500 student housing beds

150,000 sq. ft. of retail/commercial space

150 hotel rooms



[illegible]

OFFICE MARKET

Downtown Orlando ended 2020 with an occupancy rate of 87.9%. At the end of 2020, the majority of office space in downtown Orlando was class A at 59.5%, while office space categorized as Class C had the highest occupancy rate (95.9%). Between Q1 2020 and Q3 2020, a total of 436,127 sq. ft. of office space was leased in downtown Orlando.

In addition, leasing activity in the downtown Orlando office market for Q3 2020 increased by 161% when compared to the same quarter last year, with a total of 220,330 sq. ft. of space leased. The increase is mostly attributed to one lease signed in Q3 2020 by the U.S. General Services Administration (GSA) for a total of 113,300 sq. ft. for the property located at 500 N. Orange Ave. The building has been vacant for about five years and the GSA is expected to begin occupying the space in the Spring of 2021. Other notable leasing activity for the final quarter of the year includes 28,118 sq. ft. of office space at 201 N. Orange Ave., which was leased by the Internal Revenue Service (IRS).

EMPLOYMENT

As of December 2020, there were 82,924 jobs in downtown Orlando; this represented 25.6% of the total jobs within Orlando. The three largest industry sector contributors in downtown for 2020 were educational services (24,703); public administration (17,388); and professional, scientific, and technical services (13,314).

87.9%
OCCUPANCY RATE

436,127 SQ. FT.
**OF OFFICE SPACE LEASED
BETWEEN Q1 2020 & Q2 2020**

161%↑
**INCREASE IN LEASING ACTIVITY
FOR Q3 2020 COMPARED
TO Q3 2019**



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.

Six DCRBIP applicants were approved for funding in 2020, totaling \$230,201.90. Two of the six approvals were for residential dwelling units located at 203 E. Amelia St. and 206 E. Amelia St., both of which were approved for \$15,000 in funding. Funds for the property at 203 E. Amelia St. will be used for window repairs and hardscape improvements, and funds for the property at 206 E. Amelia St. will be used for window restoration.

Other notable approvals belonging to businesses include 150 N. Orange Ave. Owner, LLC, was approved for \$100,000 in funding assistance for new storefront doors, window replacements, and HVAC installation for the property located at 150 N. Orange Ave. Owner, LLC's capital investment in the project is estimated at \$390,079.

743 N. Magnolia Holdings, LLC was approved for \$66,243.79 in funding assistance for architectural lighting, new awnings, exterior painting, HVAC installation, and roof replacement. The applicant's capital investment in this project is estimated at \$132,487.57.

Golden Fonseca Investments, LLC was approved for \$28,479 in funding assistance for electrical upgrades and repairs, new awnings, signage, exterior painting, new windows, and building life safety for the property located at 123 W. Church St. The applicant is now doing business as HÅOS on Church and has a capital investment in the project estimated at \$56,958.

Lastly, Patti-Lou's Donuts was approved for \$5,479.11 in funding assistance for plumbing work, electrical repairs, HVAC installation, signage, and new flooring for the property located at 139 E. Pine St. The applicant's capital investment in this project is estimated at \$10,958.21.

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. This year, many Parramore businesses suffered financially due to COVID-19. To address this, the CRA approved a policy update to the program on July 6, 2020 that allows MEBA eligible businesses to apply for a rent subsidy of up to \$6,000 using an abbreviated application process that was open through February 1, 2021.

As for the traditional component of the program, no applications were received in 2020.



COVID RESPONSE

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COVID-19 impacted the health of our local economy and businesses. The DDB/CRA took serious actions and several measures to suppress the spread of COVID-19 within the community, working together with lead agencies Orange County and the Florida Department of Health in Orange County to ensure a coordinated response. In turn, these efforts provided ease and convenience to our residents and visitors to experience downtown Orlando during this time.

Additionally, the DDB/CRA sought ways to support businesses as they reopened or enhanced operations responsibly as part of the state's phased plan for reopening Florida's economy.

DOWNTOWN CLEAN TEAM

The Downtown Clean Team continued to assist with cleaning efforts, including graffiti removal. In an effort to keep downtown sanitized during this time, the Downtown Clean Team performed the following services in addition to their normal operational duties:

- Spraying disinfectant in the core of downtown near Orange Avenue.
- Spraying disinfectant on all lights, poles, trashcans, sidewalks, doggie stations, bus stop, and parking meters.
- Increased pressure washing.

DOWNTOWN AMBASSADORS

Downtown Ambassadors continued to monitor activity and report any damage they witnessed to the Orlando Police Department.

Downtown Ambassadors provided "touch point" disinfecting. Touch points are any surfaces in the public right-of-way that the public encounters which are not commonly disinfected on a regular basis. Examples of areas included are crosswalk buttons, trash receptacles, animal waste bag dispensers and receptacles, bicycle racks, parking meters and parking payment machines, light poles, and public seating areas.



**DOWNTOWN
AMBASSADORS
ASSISTED MORE THAN
83,000
PEOPLE IN 2020.**



SALVATION ARMY FUNDING

For many years, the Salvation Army has operated a men's overnight shelter at 416 W. Colonial Dr. within the downtown Orlando Community Redevelopment Area.

The CRA provided funding for \$95,000 to the Salvation Army to house homeless.

EXPAND OPERATIONAL SPACE AND MARKETING

Businesses are allowed to temporarily expand their operational space and market their businesses outside, without the need to obtain city permits or pay any fees.

These opportunities include:

- Allowing businesses to expand retail sales and restaurant seating into outdoor areas such as private parking lots and public rights-of-way
- Authorizing businesses to use small, farmer's market-style 12' x 12' tents to accommodate for sales and seating outdoors
- Granting businesses the ability to use extra banners and signage for marketing
- Covering the costs of downtown parking to encourage residents to patronize businesses within our urban core

PPE DISTRIBUTION

To further assist nighttime economy businesses in downtown Orlando as they began to re-open, the DDB provided reopening toolkits with health and safety supplies to further assist in protecting employees, customers, and the community as businesses reopened or sustained operations. Toolkits included personal protective equipment (PPE) donated by Orange County, floor decals, window decals, and more.

Additionally, the DDB created a form in which businesses could easily request additional materials.

HAND SANITIZER STATIONS INSTALLED AROUND DOWNTOWN

The CRA installed 20 hand sanitizer stations throughout downtown to further enhance health and safety in the urban core during the global pandemic. The stations are cleaned and checked twice daily for refill needs.



PARKLETS

In an effort to allow businesses to utilize additional outdoor space as they prioritized social distancing, the downtown Orlando Parklet Pilot Program was created.

Parklets allow downtown businesses to expand their retail sales and restaurant seating operations into adjacent on-street public parking spaces. This temporary parklet program supplements the city's initiatives to support local businesses on their path to economic recovery while fighting the pandemic.

Any restaurant or retail business within the Community Redevelopment Agency with adjacent on-street parking spaces on city right-of-way is eligible to apply.

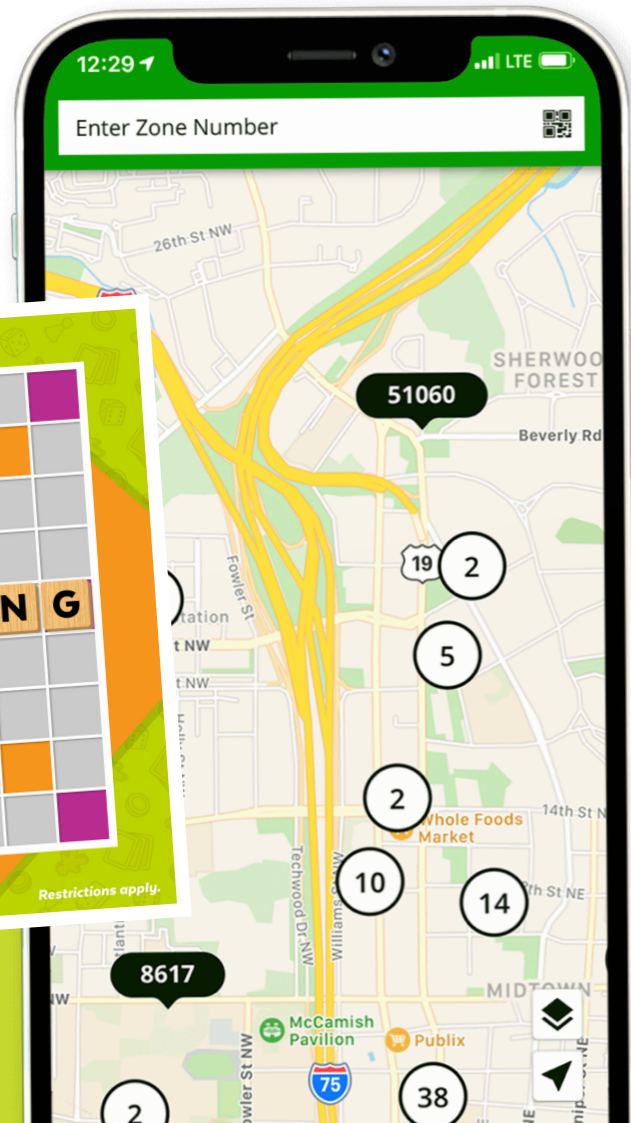


PARKING

PARK DTO

As we continue to work together to stay safe and restart the economy, the CRA sought to make it easier than ever to drive, park, and explore the tastes, sights, and experiences found only in downtown.

Park DTO launched in 2020 and provides on-street parking and garage parking inside specific City of Orlando garages for free while dining and shopping downtown. The Park DTO Program is designed to increase visitation and spending in downtown Orlando by temporarily funding parking costs.





DELIVERY AND PICK-UP DINING OPTIONS

In an effort to further support delivery and pick-up dining options during the pandemic, the City of Orlando temporarily provided:

- 15 minutes of complimentary parking in designated on-street parking spaces, for use only by customers picking up to-go orders
- 30 minutes of complimentary parking in any on-street metered space, for restaurant vehicles and vehicles that are clearly marked for food delivery service

For added convenience, select meters near dining establishments were bagged and signed.

LYMMO SHELTERS & POLE BANNERS RECEIVED COVID MESSAGING





INCENTIVES

SMALL BUSINESS RENTAL ASSISTANCE PROGRAM

The Small Business Rental Assistance Program, in partnership with the Orlando Economic Partnership (OEP), was part of the CRA's COVID relief efforts. The CRA recognized that many small businesses suffered economic injury because of COVID-19. This program allowed eligible small businesses in downtown to apply for a rent subsidy for up to \$5,000 per month for a maximum of \$30,000 per business. There were 147 applications received, reviewed, and evaluated by the OEP.

MEBA RENT ABATEMENT

The Minority/Women Entrepreneur Business Assistance (MEBA) Program is a small business assistance program that was established to retain existing minority-owned businesses located within the target area and to attract new minority-owned businesses to this area. The MEBA target area is more specifically described as the area bounded on the north by West Colonial Drive, on the west by South Westmoreland Drive, on the south by West Gore Street, and on the east by Interstate-4.

The Rent Abatement Program was created during COVID to provide qualified new and existing businesses (retail and services) within the target area with up to \$6,000 in rent assistance for a limited period.

SPECIAL EVENT FUNDING AMENDMENT

The DDB approved an amendment to its existing Special Event Funding program. The amended program provided up to \$3,000 to qualifying downtown businesses located in the DDB boundaries to support reopening marketing efforts.

Funds were able to be used toward reopening marketing efforts such as:

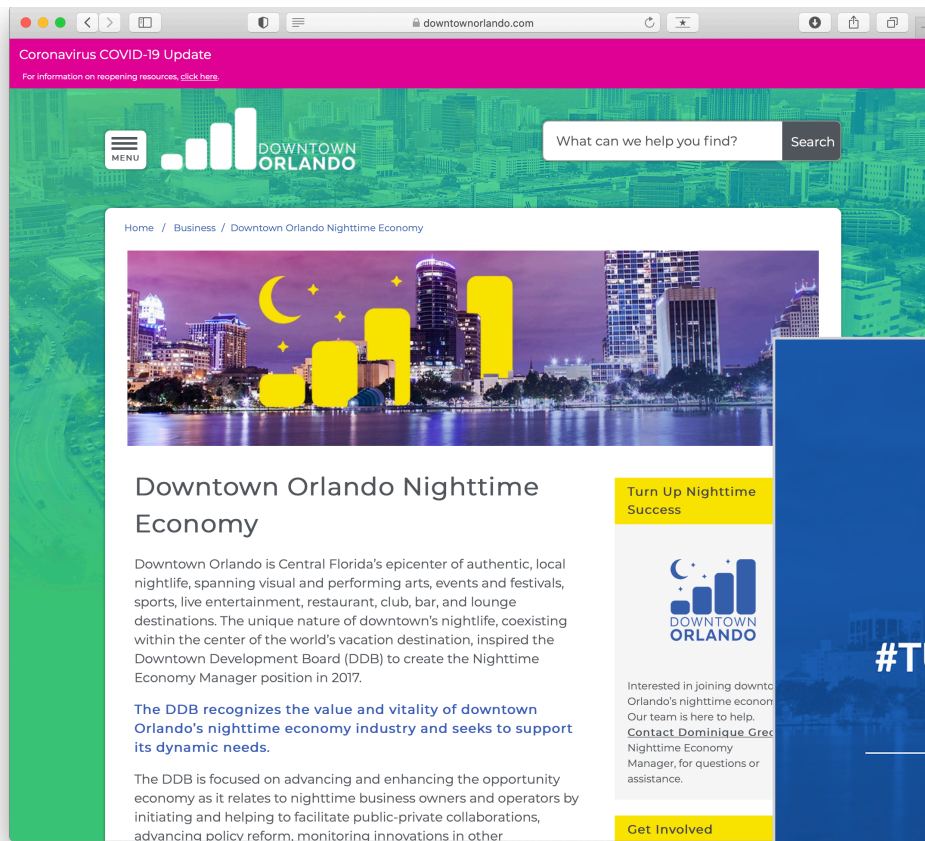
- Paid social media advertising
- Radio advertising
- Production of a banner or a-frame that could be placed outside a business

Approved businesses had to follow federal, state, and local phased opening plans and procedures and follow relevant CDC guidance when hosting any reopening activities or events.

NIGHTTIME ECONOMY

20

The DDB/CRA recognizes the value and vitality of downtown Orlando's nighttime economy industry and seeks to support its dynamic needs. During COVID, a myriad of efforts were undertaken. Additionally, the Office of Nighttime Economy was able to increase its business support with the addition of a part time staff member.



DTOATNIGHT.COM

NIGHTTIME ECONOMY LAUNCHES LANDING PAGE

Over the summer, a dedicated landing page for the nighttime economy launched with the goal to keep business owners updated and provide helpful resources that are relevant to downtown Orlando's nighttime economy.

INCREASING COMMUNICATION EFFORTS WITH LAUNCH OF A NEWSLETTER AND LINKEDIN PAGE

Two communication platforms were added to better target the nighttime economy business owners and operators, including a monthly newsletter entitled Night Lights and a LinkedIn showcase page.

The Night Lights newsletter, LinkedIn showcase page, and website include the latest updates, resources, and success stories for downtown's nighttime economy business owners.



Since the onset of COVID-19 nearly one year ago, the City of Orlando has remained committed to slowing the spread of the virus. One tactic to do so included suspended special event permits. As federal and state guidelines have changed and as tests and vaccines continue to become more readily available, cities across the country have started to bring back events - little by little, with much oversight.



Thanks to the leadership of the Orlando Police Department and Orlando Venues, special event requests are now being accepted via a new [application platform](#). Every special event applicant is required to provide a thorough COVID-19 safety plan that is then carefully reviewed.

As a reminder events will not be permitted for St. Patrick's Day 2021. The team stands ready to ensure that your next special event will host your guests safely while creating a positive experience.

DOMINIQUE GRECO
Manager, Nighttime Economy

[Visit DTOatNight.com](#)



NEWS + UPDATES

The U.S. Small Business Administration is Offering Paycheck
Protection Program (PPP) Loans to Business Owners

VIRTUAL CONVERSATION ON

DOWNTOWN'S NIGHTTIME ECONOMY

Select nighttime economy businesses were invited to share their thoughts on what guidelines could be put in place that would allow for businesses to safely reopen.

ADVOCACY EFFORTS

COVID-19 forcefully reshaped business operations. In turn, advocacy efforts have been more important than ever at all levels of government. During this time, the DDB/CRA continued to help educate and encourage policymakers and other influential entities about the realities that restaurants, concert venues, bars, and nightclubs are facing in the community.

Advocacy helped in the larger demands for finding solutions, such as the Save Our Stages Act and the Restaurant Act as well as offering insight to authorities including the Department of Business and Professional Regulation, the Florida Health Department, and the Orange County Economic Recovery Task Force.

#REDALERTRESTART

The #RedAlertRESTART and #WeMakeEvents campaign aimed to light 1,500 buildings red across the nation on September 1, 2020. All 10 public art structures were lit red.

The goal in this massive endeavor was to gain both local and national media attention for live events during the pandemic. This event sought to promote the RESTART Act in the next relief bill and to secure Enhanced Unemployment Insurance for all of those on unemployment.



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AMBASSADOR PROGRAM EXTENDED

On June 15, City Council approved the extension of the Downtown Ambassador program until January 31, 2022.

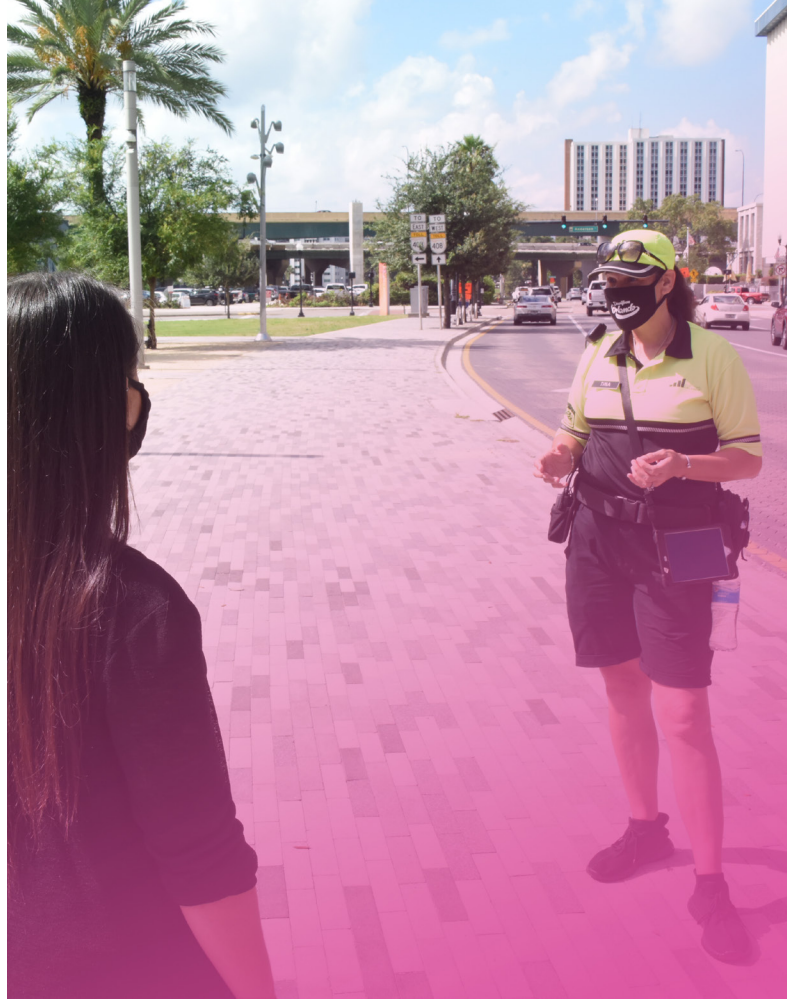
The Ambassador program provides a direct, on-the-street connection seven days a week. Ambassadors proactively engage in services such as assisting as escorts for workers and residents, connecting our most vulnerable individuals to critical social services, and giving suggestions for places to go and things to do.

Some additional responsibilities of the Ambassadors include:

- Identify those in need, patrol known and unknown areas within CRA where persons experiencing homelessness are likely to camp or patronize
- Direct persons experiencing homelessness to services and agencies, listen to their specific needs, build trust and confidence in each relationship
- Maintain relationships with existing community/social services partners as well as city, county, and state agencies
- Encourage those who are experiencing homelessness to relocate from their current location(s) if/when they are in violation of a local ordinance(s), contact law enforcement as necessary
- Observe and report associated metrics related to specific activities as directed by the CRA (in collaboration with partners), including tracking of sensitive information via HMIS
- Support the HOPE Team, OPD, and other social service providers by “adding eyes and ears” to downtown’s streets

THE DOWNTOWN AMBASSADOR PROGRAM HIRES OUTREACH AMBASSADOR TO ASSIST THOSE EXPERIENCING HOMELESSNESS

In June of 2020, the Downtown Ambassador Program’s contract for Safety and Hospitality services was extended from July 2020



to January 2022. In addition to this contract extension, an outreach-specific component was added to help assist those experiencing homelessness by providing more in-depth information and expert knowledge regarding any and all local social service programs.

The Outreach Ambassador also serves in a bridging capacity between the Safety Ambassador staff and the Hope Team.

CITY OF ORLANDO ADVANCES THE “UNDER-I” URBAN PARK PROJECT

In November, the City of Orlando issued a Request for Qualification Statements (RQS) to begin the process of



DAVID BARILLA, DDB/CRA ASSISTANT DIRECTOR, WAS SELECTED AS A 2020 IDA FELLOW, IDENTIFYING HIM AS A FUTURE LEADER IN THE URBAN PLACE MANAGEMENT PROFESSION - ONE OF ONLY 30 URBAN PLACE MANAGEMENT PROFESSIONALS TO BE IMMERSSED IN THE MOST ROBUST AND SIGNIFICANT PROFESSIONAL DEVELOPMENT EXPERIENCE EVER OFFERED BY THE INTERNATIONAL DOWNTOWN ASSOCIATION.

selecting a primary consultant and consultant team to complete the design and construction plans for the future Under-i park.

The Under-i will be a 9.75-acre urban community gathering space beneath the I-4 bridge decks in downtown Orlando. The project area, also known as The Bridge District, is the longest at-grade connection between the east and west sides of the downtown core along the entire 14-mile I-4 corridor that bisects through the city center.

Through the Under-i project, the city seeks to transform the area to provide a multitude of active and passive uses that include sports courts, gathering places, performance spaces, play areas, vendor opportunities and local heritage experiences. The city also envisions this new community park will inspire residents and visitors by highlighting Orlando's diverse community and delivering creative and engaging experiences that promote health, education, art, play, and fellowship.

The new Under-i park will also help further meet the vision set forth in the DTOutlook plan by the community to ensure downtown Orlando remains "An Awesome Outdoor City." Additionally, the DTOutlook calls for the exploration of opportunities to unite the east and west sides of downtown which the new urban park will help accomplish by creating a new place for people to gather, connect and enjoy additional venues for entertainment and events.

LAKE EOLA LAND ACQUISITION

The Orlando Land Trust was established as a means for improving and protecting parks, playgrounds, and green spaces for all Orlando residents. One of the main goals of the DTOutlook is to expand open space within the downtown CRA. In 2020, the CRA approved the Funding Agreement to provide funding of up to \$1,225,000 towards the purchase of some property near Lake Eola Park for perpetual use as a park and open space.

CHURCH STREET DISTRICT RENAMED CITY DISTRICT

In July of 2020, the Church Street District relaunched as City District. Additionally, the district expanded to allow for the inclusion of more businesses and the diversity that makes up the district.

The City District is a nationally accredited Orlando Main Streets not for profit 501(C)(6) organization that promotes and advocates for the stakeholders and businesses within the historic downtown corridor and Parramore community. The District seeks to serve as a policy influencer and a vehicle for business and community enhancement, while ensuring economic stability through event programming, design, marketing, and promotion.



KRS WEALTH MANAGEMENT OPENS

CALL FOR ARTISTS: ARTIST OR TEAM OF ARTISTS NEEDED FOR CITY OF ORLANDO I-4 ULTIMATE PUBLIC ART

The City of Orlando sought an artist or artist team to create a three-dimensional artwork for a prominent site in downtown Orlando along the new Ultimate I-4. The call for artists was open to professional artists working in three-dimensional media. More than 300 submissions were received.



NEW OPENINGS

KRS WEALTH MANAGEMENT OPENS

KRS Wealth Management was the first business to open in Amelia Court at Creative Village. The owner chose to relocate her office because she wanted to be a part of the Creative Village “story.”

DISTRICT 543 FROM SCRATCH KITCHEN

In the mid-twentieth century, Orlando’s South Street Casino was well-known for its legendary performers and musicians including: Erskine Hawkins, Cab Calloway, Ella Fitzgerald, Louis Armstrong, Ray Charles, and B.B. King. District 543 from Scratch Kitchen incorporates an aesthetic decor and music that is reminiscent of that culture while paying homage to old-world American taste.

BAGEL WORLD

Bagel World offers fresh bagels baked every day, cream cheese made in house, huge subs, and sandwiches made to order. It’s the perfect way to start any day.

POKEWORKS

Pokeworks brings an authentic taste of the islands to Orlando. Inspired by sustainable, seasonal, and natural ingredients, Pokeworks is committed to bringing you superior seafood.



THE GREENERY CREAMERY CELEBRATES 2ND ANNIVERSARY

MASON JAR PROVISIONS

A Southern inspired scratch kitchen, featuring the best locally sourced ingredients they can find. Their diverse menu focuses on soulful classics including glazed pecans, chicken tenders, fried pickles, and more. They are chef driven and mother approved.

THE LIQUOR LIBRARY & WINE MARKET

A classy liquor store focused more on craft liquors like hard-to-find bourbons and rums, as well as more staple brands.

THE DIVINE CANVAS

At Divine Canvas, they specialize in original artwork and tattoos. They are a high quality studio rather than production shop and the atmosphere is described as very comfortable and welcoming. Their artists are professionals at what they do, ensuring clients get exactly what they want.

RESTYLE YOUR FUR

Restyle Your Fur is in the business of redesigning your something old into something new. Restyle Your Fur can redesign your old furs into modern apparel for yourself, or teddy bears for your kids.



JINYA RAMEN BAR CELEBRATES 2ND ANNIVERSARY

EVE’S GLAM STUDIO

Eve’s Glam Studio offers a variety of services such as microblading, lash extensions, make-up, nails, and even certification classes. Their mission is to accentuate the beauty you already possess. .



BLUE SWAN BOULDERS

Blue Swan Boulders is a 15,000 sq. ft. indoor climbing and bouldering gym near Creative Village of downtown Orlando. The updated warehouse offers approximately 125 boulder problems for climbers of every skill level, a fitness area with climbing specific training equipment, free weights, and cardio equipment, an outdoor deck, lounge space, free wifi, as well as specialty espresso, coffee, and tea.

JAYS CUTZ

Jays Cutz offers premier customer service to all their clients. Whether it's a shape up, trim, or a brand new look this is the place to visit.

MOTORWORKS BREWING

Named the #9 brewery nationwide—winning two gold medals and a silver—at the 2018 U.S. Open Beer Championship, Motorworks Brewing has quickly become one of the most-awarded breweries in Florida. With a large variety of drinks and a rotating batch of seasonal and specialty brews available in the taproom, Motorworks Brewing is the best place to join friends for a fresh pint.

DERMOTECHNOLOGY

Dermotechnology is a French skin concept, born in 2012. Innovative and scientifically proven, the Dermotechnology Concept actively participates in the rejuvenation of the skin.

LUXE MED SPA AESTHETICS

LUXE Med Spa Aesthetics specializes in Neuromodulators, Fillers, and KYBELLA treatments that make you look and feel younger.

JUST 4 DOGS

Just 4 Dogs Pet Salon & Spa offers unique pet spa services and dog grooming meant for every dog breed and every lifestyle. Their spa is said to reduce your pet's anxiety when getting groomed, a happy dog is a healthy dog.

KAMARIA ESTHETICS

Hand-crafted by founder Adia Kamaria, Kamaria Esthetics offers clients affordable, all-natural skin care products that deliver a soft, healthy glow.

MECATOS BAKERY & CAFÉ

Mecatos Bakery & Cafe creates an environment where a great cup of coffee can be accompanied by delicious Colombian based baked goods, hot bites, and desserts. No matter what kind of food you like, you will love one of the many options they have.



MECATOS BAKERY & CAFÉ

DRIP JUICE THERAPY

Drip Juice Therapy believes in providing fresh nutritious juice with no fillers or additives. They encourage others to make a positive change through nutrition.

NEON BEACH

Neon Beach is a beach barbecue lounge/bar with a vintage Miami-inspired decor and textures. Their menu includes brisket, hickory-smoked pork, and specialty drinks.

GUACAMOLI

Guacamoli was born from a healthy, happy, and perfectly ripe avocado with the sole purpose of creating and sharing the freshest & tastiest Guacamoli. They offer an avocado centric menu featuring toast, bowls, and desserts.

THE LOCAL DRAUGHT HOUSE

From craft beer to locally inspired cocktails, Local Draught House thrives to expose customers to local flavors and tastes.



CREPE DELICIOUS CELEBRATED THEIR 1 YEAR ANNIVERSARY



HKS CELEBRATED THEIR 25TH ANNIVERSARY



SOUTHEAST STEEL CELEBRATES 80TH ANNIVERSARY



THE JULIAN

The Julian apartments are a market-rate, mixed-use community located within Creative Village. The development is 14-stories tall with 409 units and features 6,000 sq. ft. of commercial space. The apartment complex is also the first market-rate apartment building within proximity to UCF Downtown and the Valencia College Downtown campus.

AFFORDABLE HOUSING

Over the past five years, the City of Orlando and CRA have committed more than \$20.5 million to increase our inventory of housing for residents at all income levels within downtown Orlando. This includes partnering to build 467 new multifamily housing units, rehabilitating 310 residential rental units, and constructing 66 new single family housing units. Some specific project developments funded by the CRA include:



PARRAMORE OAKS

The 120-unit Phase I of Parramore Oaks is at the corner of Parramore Ave. and Conley Street. Phase I, which opened in fall 2019, has 80% affordable units with 5% of those being set aside for permanent supportive housing and 20% of the units market rate.

Phase II will consist of 91 units to be rented to persons who, on average, make at or below 60% of the area median income.



AMELIA COURT AT CREATIVE VILLAGE

The \$60 million 256-unit Amelia Court at Creative Village is a mixed-income housing development, which opened in summer 2019, located at the northeast corner of Parramore Ave. and Amelia St. and includes 177 affordable units..



BAPTIST TERRACE

The CRA contributed \$1 million to the Orlando Neighborhood Improvement District (ONIC) to purchase and renovate the 14-story, 197-unit Baptist Terrace affordable senior housing community (for residents age 62 and older). The current age and affordability restrictions on the property would have expired in 2021 and the partnership with the CRA and ONIC ensures the property has a new 30-year affordability restriction, making these units remain affordable through at least 2041.



SINGLE FAMILY INFILL HOMES IN PARRAMORE

To increase the number of homeowners in Parramore, the city's CRA has allocated \$4 million to design and build single family houses on city-owned lots near the OCPS Academic Center for Excellence and south of the 408.



SPORTS

SHEBELIEVES CUP

PRESENTED BY **VISA**

CITRUS BOWL

During the 2020 Citrus Bowl, Alabama Crimson Tide defeated the Michigan Wolverines 35-16. The game was sponsored by Vrbo and had nearly 60,000 attendees.

SHEBELIEVES CUPS 2020

The 5th Annual SheBelieves Cup featured teams from Spain, England, Japan, and hosts United States. This event began on March 5 and ended on March 11, 2020, making it the last soccer tournament in the United States to be completed before the COVID-19 pandemic shut down all professional sports in the country.

The match took place on March 5 at Exploria Stadium where the USA took on England and won 2-0.

CHEEZ-IT® SIGNED ON AS

BOWL SPONSOR

Cheez-It®, the official snack of bowl season came on as title sponsor of the Cheez-It® Bowl at Camping World Stadium. The game, most recently known as the Camping World Bowl, continues to feature top teams from the ACC (inclusive of Notre Dame) and the Big 12 in late December each year.

Last year's Cheez-It® Bowl was the 31st edition of the game, and the 20th in Orlando.

Since relocating to Central Florida in 2001, the game has developed into one of the nation's top postseason contests. The 2019 clash between Notre Dame and Iowa State boasted a total live audience of more than 4.7 million viewers and was the fourth-most-watched game outside of the New Year's Six.

2020 SCOTIABANK CONCACAF

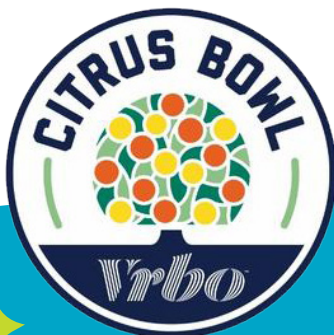
CHAMPIONS LEAGUE

In 2020, Exploria Stadium hosted the final matches of the 2020 Scotiabank Concacaf Champions League (SCCL). The confederation's flagship club competition resumed with centralized Quarterfinals, Semifinals and a Final played in Orlando from December 15-22.

FBC MORTGAGE CURE BOWL

The FBC Mortgage Cure Bowl is more than a game. Played in December each year in Orlando, Florida this NCAA college football bowl game is televised nationally on ESPN. Liberty took on Coastal Carolina on December 26 at 7:30 at Camping World Stadium.

The FBC Mortgage Cure Bowl is a platform to help raise funds for the Breast Cancer Research Foundation (BCRF). The BCRF is the largest private funder of breast cancer research worldwide, and the highest-rated breast cancer organization in the United States, investing 91 cents of every donated dollar directly into core programs.





DISCOVER DOWNTOWN

DOWNTOWN ORLANDO INFO CENTER

Discover Downtown. It's more than an invitation, it's also the name of the information center dedicated to all things in downtown Orlando.

Located near the corner of Orange Avenue and Church Street, Discover Downtown is where you'll get info on events, attractions, arts, dining, lodging, transportation, parking—basically everything you need to know about downtown Orlando. Following the stay-at-home order due to COVID-19, Discover Downtown closed on March 19, 2020 and reopened on May 4, 2020.



DISCOVER DOWNTOWN LAUNCHES ONLINE RETAIL STORE

In response to COVID and the increase in online shopping, Discover Downtown launched an online store in the summer of 2020. Those wanting to shop and support their favorite local makers can do so online.

3,232+
visitors
in 2020.

2,579+
domestic
visitors

653+
international
visitors

**Top international
visitation origin
countries**

Canada

Germany

France

United Kingdom

Brazil



2020 RETAIL YEAR AT A GLANCE

\$165.52
AVERAGE DAILY SALES

623
CUSTOMERS SERVED

FRIDAY
BEST DAY OF THE WEEK

TOP SELLING ITEM:
**ORLANDO
FACE MASKS**



MONSTER MASK-ERADE

For Halloween, Discover Downtown created a safe, family Halloween event - Monster Mask-erade. Guests were invited to stop by Discover Downtown on October 30 & 31 for outdoor trick-or-treating and an adult and child costume contest. For the costume contest, participants voted on social media for their favorite costume. There were 27 entries and 400 votes on social media.

There was also bingo and crafts for kids. Those who stopped by in costume were able to enjoy a 15% discount on all regularly priced items in Discover Downtown.





STORYTIME WITH SANTA

Kids of all ages were invited to join us virtually on December 4 to hear Santa read a holiday favorite, *'Twas the Night Before Christmas*. Santa also read *Ernie the Elf and the Special Gift*, written by local author Russell Troutman.

DISCOVER DOWNTOWN

DECEMBER POP-UP

Over the holiday season, Discover Downtown hosted a pop-up shop that included merchandise from local retailers not previously sold in the Discover Downtown retail store.



WHAT'S UP DOWNTOWN

REBRANDED WHAT'S UP DOWNTOWN WITH NEW LOOK AND LOGO.

WHAT'S UP DOWNTOWN

Discover Downtown continued the bi-monthly What's Up Downtown event series, which takes place the first Thursday of every other month. While the pandemic prevented meeting in person, the events were able to continue virtually.

In 2020, attendees learned about Parramore, the architecture of downtown Orlando, and the Orlando Land Trust.

What's Up Downtown for the Holidays continued as an in-person event with increased safety precautions.



DOWNTOWN TRANSPORTATION

ENHANCED SIGNAGE

INSTALLED AT DOWNTOWN

PARKING GARAGES

In partnership with the City of Orlando's Parking Division, the CRA installed lit signs on certain downtown parking garages to make it easier for motorists and others to locate them.

In August of 2020, signs were added to five garages:

- Jefferson St. Garage (62 W. Jefferson St.)
- Amelia St. Garage (355 Alexander Place)
- Library Garage (112 E. Central Blvd.)
- 55W Garage (60 W. Pine St.)
- Central Blvd. Garage (55 W. Central Blvd.)

The need for these signs is highlighted in both the DTOutlook - the updated downtown Orlando Community Redevelopment Area Plan- and the RHI Sociable City Plan.

ELECTRIC LYMMO BUS

ROLLOUT

The City of Orlando is working to create a more resilient, more sustainable community, while providing equitable access to resources and services for everyone who chooses to live in the City Beautiful. One step toward meeting that goal includes transitioning the LYMMO, a fare-free downtown circulator providing quick and convenient access to restaurants, retail, entertainment, and jobs, to a battery-powered electric fleet by 2025.

Through a public partnership between the City of Orlando, OUC, the CRA, and the LYNX transit authority, we will be adding eight battery electric buses to operate on two of the downtown LYMMO lines.



The first bus has arrived, and the remaining seven remaining buses will be added. This bus is quieter and cleaner than their predecessors, improving overall air quality and ride experience for users as well as the community at large.





MARKETING & COMMUNICATIONS

As a result of the pandemic, the DDB shifted marketing and communication efforts to draw awareness to incentive programs as well as city initiatives aimed at restoring the downtown economy.

TRAVELHOST

Visit Orlando

Orlando Family
magazine

Orlando Sentinel

SENTINEL
ORLANDO FLORIDA CENTRAL

ULI Urban Land Institute

SHOPPING CENTER BUSINESS

ORLANDO WEEKLY

NAIOP
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

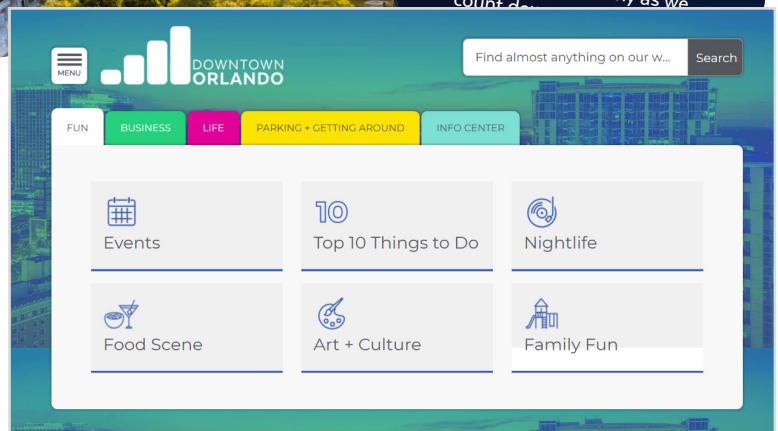
ONYX
MAGAZINE

FACEBOOK

AMPLIFY YOUR INVESTMENT.

We understand the vigilance you have when considering an investment. And while there is much uncertainty today, one thing is for certain. Downtown Orlando is on the rise. That's why companies like Electronic Arts - the second largest video gaming company in America and Europe - is relocating here. It's why the nation's newest urban campuses - the University of Central Florida and Valencia College - now have addresses downtown. It's why more than 8,000 students and more than 82,000 employees are now calling downtown home. Now is the time to amplify your investment in the most visited destination in the nation.

To learn about available investment opportunities, contact David Barilla at David.Barilla@downtownorlando.com.



REBRANDING EFFORTS

Over the summer, the DDB launched a new brand, to include a new logo and website, that reflects downtown and added a diverse array of content to the website for visitors to enjoy. The website also includes insights and initiatives for businesses to discover.

As the DDB works to mask-up and stay safe for the greater good of all, website visitors will find a list of Top 10 experiences to enjoy while social distancing, including the famous swan boats, public art and murals, and activities that help guests turn up fun.

EXPLORE THE SIGHTS,
SOUNDS AND
EXPERIENCES FOUND
ONLY IN DOWNTOWN
ORLANDO



EXPLORE OUR DISTRICTS AND NEIGHBORHOODS

Explore Neighborhoods

Stay safe and start surfing the new DowntownOrlando.com



UPCOMING EVENTS

Free Parking When Dining and Shopping Downtown

When you visit downtown for upcoming events, don't forget about our Park DTO Program! Get up to 2 hours of free on-street parking with code ParkDTO on the [ParkMobile](#) app or 3 hours of validated parking from [participating downtown businesses](#) that can be used at select City of Orlando parking garages. To get more information on Park DTO, please click [here](#).



Eola Wonderland Christmas Tree Show | Now - January 6
Lake Eola Park
Heritage Square Winter Wonderland | Now- December 26
Heritage Square
Holiday Movie at Lake Eola Park - Love Actually | December 26 | East Lawn at Lake Eola

King of the Hill | December 25 | SAK Comedy Lab
Yule of Fools | December 25 - December 30 | SAK Comedy Lab

Events Only Newsletter drops over Summer 2020



The ongoing COVID-19 pandemic is having a significant impact to our community and we are committed to ensuring you are aware of available resources. Earlier this week, we hosted a webinar entitled Resources for Resiliency in which we presented an overview of the programs and incentives available to downtown businesses. And just moments ago, we learned that Orange County will re-open the Small Business Grant application portal on Monday, October 19 with expanded eligibility criteria. Small businesses are at the core of our community and we will continue to find ways to provide support.



On behalf of the DDB/CRA, I want to extend condolences to the family and friends of Commissioner Daisy Lynum, who served our community for 16 years, representing District 5 until 2014. Commissioner Lynum worked tirelessly to improve the quality of life for residents in her district by championing educational, housing, economic development and career training initiatives, including the BLUEPRINT employment program, and helped bring the FAMU College of Law to downtown Orlando. Her legacy will live on.

THOMAS C. CHATMON, JR.
Executive Director
Downtown Development Board +
Community Redevelopment Agency

NEWS + HIGHLIGHTS

Orange County CARES Small Business Grant Portal Will Re-open Monday, October 19 with Expanded Eligibility Criteria

Orange County will re-open the Small Business Grant application portal on Monday, October 19 at 9:00 a.m. with expanded eligibility criteria. Commercial businesses that have received \$100,000 or more in federal assistance through the CARES Act are eligible to apply for the grant.

SHARING RESOURCES WITH DOWNTOWN BUSINESSES

In an effort to share resources and information in a timely manner during the pandemic, the DDB sent out regular eblasts to more than 500 businesses located in downtown Orlando. These eblasts contained information on financial resources, webinars, and more.

CRA RECEIVES THREE GOLDEN BRICK AWARDS

During the past year, we welcomed new projects and introduced those that will enhance the vibrancy and appeal of our downtown. Every year, the Downtown Orlando Partnership hosts the Golden Brick Awards to recognize the best community and development projects that impacted downtown. We are honored to have received three Golden Brick Awards for the below projects:



REDESIGN AND RENOVATION - DISCOVER DOWNTOWN

Formerly known as the Downtown Orlando Information Center, our info center recently underwent renovations by expanding into the vacant adjacent space. This renovation nearly doubled the size of the center, and features new offerings including downtown Orlando branded retail merchandise for sale by local makers and a 30 ft. high mural by Boy Kong. Discover Downtown provides a warm, welcoming, and innovative space for guests. Discover Downtown is located at 201 S Orange Ave. #102.



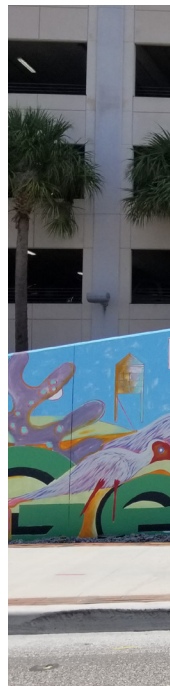
ART - GERTUDE'S WALK

Murals are renowned for their creative placemaking as evidenced throughout downtown Orlando. Recognizing Orlando's Historic Gertrude's Walk, Orlando's Community Redevelopment Agency competitively selected two Florida artists to beautify the popular Gertrude's Walk Urban Train. Themed "Urban Lifestyle," the art is displayed on both sides of the walls, engaging diverse users. The walls are located between Washington St. and Jefferson St.



RESIDENTIAL DEVELOPMENT - PARRAMORE OAKS

For many years, the stretch of property along S. Parramore Ave. sat vacant. Identified in the Paramore Comprehensive Neighborhood Plan as a critical "catalyst site," residents believed that its development would bring in much needed housing opportunities. The project's first phase was completed in 2019 with 120 housing units including 16 flats, while phase two will include 91 apartments.





CRA RECEIVES TWO AWARDS FROM THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

GOLD AWARD RECIPIENT: BUILDING A TECHNOLOGY AND INNOVATION ECONOMY - EA SPORTS AGREEMENT

Category: Partnerships with Educational Institutions

Located in the historic Parramore Heritage Neighborhood, Creative Village builds on the success of Orlando's technology and innovation economy by transforming 68-acres of city-owned land into a mixed-use, transit oriented, urban Innovation District anchored by the regional headquarters for Electronic Arts, Inc. (EA), the University of Central Florida (UCF) Downtown, and the Valencia College Downtown campus alongside other high-tech and creative companies and a diverse mix of students, employees, and residents.

With the new UCF Downtown and Valencia College Downtown campus, Creative Village provides downtown Orlando residents with a cradle to career pipeline all within a five-minute walk of a resident's home.

Anchored by Electronic Arts, Inc. (EA), the second largest video gaming company in the Americas and Europe with more than 9,000 employees worldwide, Creative Village continues to nurture the region's interactive entertainment industry by bringing EA Tiburon to downtown Orlando. EA Tiburon is EA's premiere development studio on the east coast and has developed successful titles such as Madden NFL, NBA LIVE, Madden Mobile, and NBA LIVE Mobile.

BRONZE AWARD RECIPIENT: RIDESHARE HUBS, ENHANCING THE DOWNTOWN EXPERIENCE

Category: Innovation Programs and Initiatives

The need to create an organized program that would help advance downtown Orlando's entertainment district in terms of traffic congestion, crowd control management, and public safety was quickly prioritized after the City of Orlando created a formal nighttime economy management program in 2017. Through the work of the robust and empowered private/public Nighttime Economy Management Committee, the concept of "Rideshare Hubs" was born. With more patrons choosing rideshare as their preferred method of transportation, the DDB expressed a desire to safely and efficiently streamline the exiting of thousands of patrons.



SUPPORTING LOCAL BUSINESSES

SMALL BUSINESS WEEK

In honor of Small Business Week in May, we encouraged people to celebrate by supporting local businesses. We showcased videos from businesses that featured some of their favorite recipes, a workout that you can do from home, and even a virtual shopping experience.



BLACK BUSINESS MONTH AND HISPANIC HERITAGE MONTH

In honor of Black Business Month and Hispanic Heritage Month, we encouraged our followers to show some extra appreciation to the businesses that make downtown diverse and unique.

VISIT ORLANDO'S MAGICAL DINING

Visit Orlando's Magical Dining Month encourages residents and visitors to discover Orlando's amazing culinary scene.

During September, more than 120 fine dining restaurants offered three course, prix fixe dinners for \$35 with one dollar from each meal benefiting Feed the Need Florida.

The DDB encouraged qualifying downtown restaurants to participate by covering the participation fee. The DDB had six restaurants participate.



WELCOMING THE 2020 NFL PRO BOWL

On Sunday, January 26, 2020, Orlando was the center of the sports world when Camping World Stadium hosted the 2020 NFL Pro Bowl. This was the fourth year the game was played in Orlando and drew fans from all over the world to the region.

The Downtown Development Board contributed to welcoming fans to downtown by purchasing LYMMO wraps, pole banners, lighting, projection, and a wrap on a prominent downtown building.

These efforts helped to increase event awareness, drive ticket sales, and provide a welcoming environment to guests while creating a positive and memorable experience.



SOCIAL MEDIA STATS

289,692
FOLLOWERS



2,573
POSTS PUBLISHED



1,068,438
COMMENTS, LIKES, & SHARES



27,823 times
#DOWNTOWNORLANDO USED



3.3 million
GIF VIEWS





EVENTS

ORLANDO HULLABALOO

Hullabaloo was an epic beach party style event that took place in January at Lake Eola Park. Part music festival, part beach bash, Hullabaloo brought Sugar Ray and Eve 6 as well as a host of local bands for an all-day beach-themed festival in the middle of the Florida winter.

The event also featured an innovative Rail Jam – a motorized, 150-foot long wake board track in pool that showcased talent and tricks from an all-star team of local professional wake boarders.

BLACK HISTORY MONTH RECEPTION

In February, Orlando Mayor Buddy Dyer and City Commissioners hosted a Black History Month Reception to highlight the lasting contributions and positive influence of Black Americans in the Central Florida community. The theme was “2020 African American and The Vote,” which explored the ongoing struggle on the part of both black men and black women for the right to vote and their sacrifices for Civil Rights. Desmond Meade, Executive Director Florida Rights Restoration Coalition, was the keynote speaker.

This event continues to support the city’s commitment to inclusion, respect, and diversity. The City of Orlando advocates for human rights and dignity for all.



BRUNCHING THE BEAUTIFUL WAY

While the stay-at-home order may have thrown us from our normal routines, one of the more fun weekend traditions is gathering with family and friends for brunch on Sundays.

In April, 167 people participated in our virtual brunch – Brunching the Beautiful Way. Every Sunday in April, we encouraged followers to support local businesses and take brunch to go.

The virtual brunch, hosted by DDB and Orlando Main Streets, provided individuals with the opportunity to support local businesses and catch up with friends and family virtually. It was also a great way to encourage virtual socialization and check-in with family and friends during the stay-at-home order.

This event received great feedback from our businesses and the community. The DDB saw an increase of nearly 200 Instagram followers as a result of the virtual brunch events.

Orlando Fire Department’s Lieutenant Washington (aka Chef Manny) made a delicious three egg omelet. This video had more than 10,000 views!



“What a great idea! Can’t wait to see all of the awesome foodie photos.” – social media follower

“Thanks for the amazing shout-out! We truly appreciate your support at this time.” – Swan City Bagels

“We love this. Thank you!” – Gringos Locos

“Thank you, this is amazing!” – Soco



WEBINAR: EFFECTIVE STRATEGIES TO WORK WITH UNSHELTERED PERSONS EXPERIENCING HOMELESSNESS

In June, the DDB hosted a virtual facilitated discussion with Barbara Poppe (well known in Central Florida for working with unsheltered homeless) to support our community's continued effort to stay focused on the goal of providing housing and services to unsheltered persons experiencing homelessness.

The Central Florida region is focused on implementing a housing-focused system throughout the system of care. The regional strategic plan for The Commission on Homelessness recommends the creation of "new strategies to establish a robust front door to the housing stabilization system to create a comprehensive homeless crisis response system."

There are several organizations providing services to persons experiencing homelessness and this session provided attendees with the tools needed to enhance services.

CITY OF HEROES: A VIRTUAL JULY 4TH CELEBRATION

Orlando Mayor Buddy Dyer's 43rd annual Fireworks at the Fountain was held virtually this year. News 6 presented a pre-recorded compilation of the brightest and biggest fireworks from the past several years at Lake Eola.

Before the fireworks show, News 6 honored heroes in the community. Rondale Scott, Downtown Facility Supervisor of the Downtown Clean Team, was featured.

BITE30

Over the summer, participating restaurants created special prix fixe menus that offered multi-course dinners at a set price (\$30 for dinner). Diners got the opportunity to try multiple dishes on the restaurant's menu for about the cost of a single entree, and restaurants got to showcase their specialty dishes to the new customers attracted by the Bite30 menu. This event was put on by Orlando Weekly and sponsored by the DDB.

WWE SUMMERSLAM

WWE ThunderDome, featuring a state-of-the-art set, video boards, pyrotechnics, lasers, cutting-edge graphics and drone cameras, took WWE fans' viewing experience to an unprecedented level with the SummerSlam at Amway Center.

CINEMA IN THE SKY

The City District's Parramore Heritage Committee along with District 5 City Commissioner Regina I. Hill and the DDB hosted Cinema in the Sky on July 24 at the GEICO Garage. During this event, attendees watched the blockbuster movie "Hidden Figures" among the spectacular downtown Orlando skyline.



MOVIEOLA: HOCUS POCUS

The DDB hosted a spook-tacular evening at Lake Eola Park on Saturday, October 31. This event featured Hocus Pocus on the East Lawn at Lake Eola Park. This free, family-friendly event was a fun and safe way to enjoy Halloween. Extra precautions were taken to ensure this event met health and safety guidelines to ensure an enjoyable event for all attending.

VIRTUAL HISTORIC

WALKING TOUR

The Downtown Historic Tour gives guests the opportunity to experience downtown Orlando history firsthand.

As a result of COVID, the annual Historic Walking Tour for What's Up Downtown was cancelled as were the monthly walking tours. The Virtual Historic Walking Tour gave followers a chance to experience historic downtown from the comfort of their own home. The virtual tour generated more than 3,000 views on social media.

DR. PHILLIPS CENTER

FRONTYARD FESTIVAL

In November, the Dr. Phillips Center for the Performing Arts shared details about their Frontyard Festival. This event will include six months of unique experiences, films, and live entertainment in a one-of-a-kind outdoor venue.



Guests can pick their own socially distant box for up to five people — where they can order food and drinks from local restaurants while watching a show. The DDB/CRA is a proud supporter of this event.

EOLA WONDERLAND

Throughout the entire month of December, downtown Orlando offered free holiday events. One could stroll around Eola Wonderland to see the dazzling holiday décor and lights, see the beautifully illuminated new Eola Wonderland Christmas Tree, and watch in wonder as the lights dance to popular holiday music.

The DDB also hosted three holiday movies in December on the East Lawn of Lake Eola Park.





DOWNTOWN CLEAN TEAM



The Downtown Clean Team was created to address the need to provide the City of Orlando controlled, cost-effective, Public Right of Way Maintenance. 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 doing the following services in addition to their normal operational duties:

- Spraying disinfectant in the core of downtown near Orange Ave.
- Spraying disinfectant on all lights, poles, trashcans, sidewalks, doggie stations, bus stops, and parking meters.
- Increased pressure washing.



CLEAN TEAM STATS

36+

**100 GALLON TREES PLANTED
INCLUDING LIVE OAKS, SYLVESTER
PALMS, AND DRAKE ELMS**



30

LANDSCAPE PROJECTS



**CALADIUMS, BOUGAINVILLEA, MARIGOLDS,
PEANUT PLANTS, AND MORE PLANTED
AROUND DOWNTOWN ORLANDO**



CONCRETE PANEL REPAIRS



PARRAMORE

52

PARRAMORE COMPREHENSIVE NEIGHBORHOOD PLAN CELEBRATES 5TH ANNIVERSARY

On January 26, 2015, the Orlando City Council approved the Parramore Comprehensive Neighborhood Plan (PCNP). The PCNP was organized around 10 Healthy Community Design principles, with an emphasis on education, creating a safe/healthy built environment, and business development – all intended to combat generational poverty and the vestiges of social & economic injustice.

Below are just some of the implementation highlights:



EDUCATION

- OCPs Academic Center for Excellence, K-8 school (ACE; including the Rosen Foundation's day care center, a Boys & Girls Club, and Health Clinic) – Opened August 2017.
- UCF Downtown and Valencia College Downtown Campus – Opened August 2019.
- Parramore Education & Innovation District Initiative (UCF-led; \$2 Million grant from the Helios Education Foundation, JPMorgan Chase & Co. & Kresge Foundation to support Pre-K through PhD education ecosystem in Parramore).
- Workforce Development/Vocational Training Programs, including Valencia College's Center for Accelerated Training, the Patient Care Training (PCT) program, and the Blueprint 2.0 program developed in partnership with the Central Florida Urban League, and CareerSource (announced in October 2019).
- Continuing the Parramore Kidz Zone program to mentor youth and enhance academic performance, including expansion of the program into Holden Heights – \$80,000 grant from Heart of Florida United Way in 2018.

SAFE/HEALTHY BUILT ENVIRONMENT

- Creation of UCF Parramore Healthy Community Coalition spearheading initiatives ranging from nutrition education to diabetes screenings – \$600,000 grant from Florida Blue Foundation.
- Creation of the Parramore Community Engagement Council (neighborhood champions).



- Creation of LYMMO Grapefruit Line (2016), and Lime Line (2018), to provide enhanced connections for Parramore residents to SunRail, jobs, and opportunities.
- Completion of the Westmoreland Bike/Pedestrian Trail (2017).
- Opening of mixed-income Parramore Oaks Apartments – 120 units (Phase 1 – 2019).
- Opening of mixed-income Amelia Court Apartments – 256 units (Atlantic Housing – 2019).
- Creation of the Parramore Asset Stabilization Fund to renovate 83 housing units on 44 properties, to stabilize affordable rental housing options in Parramore.
- Creation of the Central Florida Regional Housing Trust.





challenging, the volunteers had a great time and took pride in beautifying their community.

At noon, everyone took a break and met with other enthusiastic volunteers at the Callahan Neighborhood Center for a delicious barbeque lunch prepared by the Orlando Fire and Police Departments. It was truly a day of unity in honor of Martin Luther King, Jr.

CITY DISTRICT

EXPANDS TO

INCLUDE PARRAMORE

In July of 2020, the Church Street District relaunched as City District.

Additionally, the district expanded to

allow for the inclusion of more businesses and the diversity that makes up the district.

The City District is a nationally accredited Orlando Main Streets not for profit 501(C)(6) organization that promotes and advocates for the stakeholders and businesses within the historic downtown corridor expanding to include the Parramore community. The District seeks to serve as a policy influencer and a vehicle for business and community enhancement, while ensuring economic stability through event programming, design, marketing, and promotion.

- New infill single family for-sale homes by the Orlando Housing Department, Downtown CRA, and Orlando Regional Realtor's Association – Heroes Commons – 14 homes built so far.

BUSINESS DEVELOPMENT

- Since 2015, over \$525,000 in grants/assistance through the Minority/Women Entrepreneur Business Assistance Program, Downtown Commercial and Residential Building Improvement Program, Business Assistance Program, and Small Business Façade, Site Improvement and Adaptive Reuse Program.
- Expansion of the Orlando Main Street business development program into Parramore (2019).

MARTIN LUTHER KING, JR.

'DAY OF SERVICE'

DOWNTOWN CLEAN-UP

EVENT

In the early hours of a cool, but sunny January 20, more than 100 FAMU Law College students met at various community sites with DDB/CRA Clean Team members to prepare for their ambitious community service day. By 9 am, equipped with maps, landscaping tools, and large garden bags, they jointly set off to tackle nine, multi-block target areas in the Parramore Neighborhood. Activities included street cleaning, debris pick-up, and minor landscaping. While the work at times was





STUDENTS LEARN TO BE BRAVE FROM A LOCAL CIVIL RIGHTS ADVOCATE

Local author Dr. Lavon Bracy met with young residents attending the City of Orlando's small group summer camps to discuss her newest children's book, *A Brave Little Cookie*, written for elementary school children to introduce them to the civil rights movement and sacrifices made to make the world a better place.

Dr. Bracy introduced City of Orlando summer campers to the difficulties and struggles of the civil rights era, sharing her own story of how she integrated the Alachua County, Florida school



system, reminding students that one person truly can make a difference.

The event took place at the Callahan Neighborhood Center.

TRAINING PROGRAMS

Valencia College opened a new facility in Parramore to host its Accelerated Skills Training Programs which help residents prepare for high-demand, higher wage careers in a short amount of time.

These training programs prepare students for jobs such as:

- Distribution Operations Technician
- Electronic Board Assembly Technician
- Industrial Maintenance Technician

Classes are 5-22 weeks and many students may qualify to have tuition fees waived and a training stipend.



DOWNTOWN DEVELOPMENT BOARD

FINANCIAL STATEMENT 2019-2020*

Assets

Cash/ Cash Equivalents	\$2,632,176.00
Inventory	\$31,767.00
Other Assets	\$32,313.00
Capital Assets	
Land and non-depreciable assets	\$18,000.00
Equipment and other depreciable assets	\$53,059.00

Total Assets	\$2,767,315.00
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Liabilities (Short Term)

Other Liabilities	\$30,293.00
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Liabilities (Long Term)

Liability for Accumulated Employee Leave	
Net Pension Liability	
Net OPEB Liability	
Existing Bonds	
Internal Loan	

Total Liabilities	\$30,293.00
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Revenues

Real Property Taxes	\$3,231,264.00
Interest	\$79,324.00
Other Revenue	\$86,520.00
Contribution from Other Funds	\$1,136,800.00

Total Revenues	\$4,533,908.00
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Expenditures

Salaries, Wages, Benefits	\$378,412.00
Supplies	\$46,618.00
Professional Services and Agreements	\$426,129.00
Utilities	\$1,125.00
TIF Payment	\$2,787,465.00
Travel and Training	\$0.00
Fleet Facilities Management / General Liability	\$1,382.00
Capital Outlay	\$0.00
City Services Agreement	\$209,679.00
Events and Sponsorship	\$459,697.00
Depreciation	\$13,846.00
Transfer to Other Funds	\$0.00

Total Expenditures	\$4,324,353.00
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Change in Net Position	\$209,555.00
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*Unaudited

COMMUNITY REDEVELOPMENT AGENCY

FINANCIAL STATEMENT 2019-2020

DOWNTOWN DISTRICT*

	2019-2020
Assets	
Cash/ Cash Equivalents	\$50,765,180.00
Cash/ Cash Equivalents (Restricted)	\$5,378,192.00
Investments (Restricted)	\$10,364,110.00
Accounts Receivable	\$13,985.00
Capital Assets	
Land and non-depreciable assets	\$7,094,779.00
Equipment and other depreciable assets	\$2,559,964.00
Total Assets	\$76,176,210.00
Liabilities (Short Term)	
Other Liabilities	\$891,454.00
Accrued Interest Payable	
Liabilities (Long Term)	
Existing Bonds	\$125,897,000.00
Internal Loans	\$19,283,887.00
Total Liabilities	\$146,072,341.00
Revenues	
Tax Increment Contribution	\$37,743,270.00
U.S. Treasury Bond Reimbursement	\$877,258.00
Other Revenue / Sale of Land	\$1,501,727.00
Interest	\$2,562,460.00
Contribution from Other Funds	\$20,904,074.00
Total Revenues	\$63,588,789.00
Expenditures	
Salaries and Benefits	\$2,866,353.00
Supplies	\$363,269.00
Professional Services and Agreements	\$5,030,565.00
Utilities	\$55,455.00
Travel and Training	\$2,543.00
Fleet Facilities Management / General Liability	\$266,559.00
Capital Outlay	\$648,337.00
City Services Agreement	\$573,229.00
Other Operating / Land Acquisition	\$131,771.00
Community Organizations	\$1,662,733.00
Business Incentives and Recaptures	\$382,410.00
Debt Service Transfers	\$16,485,041.00
Transfer to Other Funds	\$24,202,644.00
Total Expenditures	\$52,670,909.00
** Change in Fund Balance	\$10,917,880.00

*Unaudited

**Being allocated to specific projects in FY 2020/2021.

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, 2019, the taxable assessed valuation of the Original Downtown District was \$2,490,856,758 and \$1,394,884,328 for the Downtown District Expansion Area.

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2019-2020 REPUBLIC DRIVE DISTRICT*

Assets

Cash/ Cash Equivalents	\$1,476,257.00
Cash/ Cash Equivalents (Restricted)	\$460,995.00
Investments (Restricted)	\$3,013,216.00
Capital Assets	
Land and non-depreciable assets	
Equipment and other depreciable assets	

Total Assets	\$4,950,468.00
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Liabilities (Short Term)

Other Liabilities	\$1,390.00
Accrued Interest Payable	\$351,203.00

Liabilities (Long Term)

Existing Bonds	\$17,237,064.00
Internal Loan	

Total Liabilities	\$17,589,657.00
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Revenues

Tax Increment Contribution - Orlando	\$12,473,290.00
Tax Increment Contribution - Orange County	\$8,318,091.00
Transfer from Debt Fund	\$176,218.00
Interest	\$92,145.00

Total Revenues	\$21,059,744.00
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Expenditures

Surplus - Orlando	\$9,539,050.00
Surplus - Orange County	\$6,361,327.00
Debt Service Transfers	\$3,833,216.00

Total Expenditures	\$19,733,593.00
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** Change in Fund Balance	\$1,326,151.00
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*Unaudited

** Redistributed annually to the appropriate governmental agency.

The taxable assessed valuation of real property within the Republic Drive Community Redevelopment Area for January 1, 1994 was \$324,462,644. As of January 1, 2019, the taxable assessed valuation was \$2,298,997,515.

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2019-2020 CONROY ROAD DISTRICT*

Assets

Cash/ Cash Equivalents	\$32,189.00
Cash/ Cash Equivalents (Restricted)	\$303,518.00
Investments (Restricted)	\$1,903,752.00
Other Assets	
Capital Assets	
Land and non-depreciable assets	
Equipment and other depreciable assets	

Total Assets	\$2,239,459.00
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Liabilities (Short Term)

Other Liabilities	
Accrued Interest Payable	\$245,889.00

Liabilities (Long Term)

Existing Bonds	\$9,860,000.00
Internal Loan	

Total Liabilities	\$10,105,889.00
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Revenues

Tax Increment Contribution - Orlando	\$4,430,273.00
Tax Increment Contribution - Orange County	\$2,954,426.00
Transfer from Debt Fund	\$99,854.00
Interest	\$32,293.00

Total Revenues	\$7,516,846.00
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Expenditures

Other Expenditures	\$0.00
Surplus - Orlando	\$3,368,900.00
Surplus - Orange County	\$2,246,627.00
Debt Service Transfers	\$1,904,375.00

Total Expenditures	\$7,519,902.00
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** Change in Fund Balance	\$3,056.00
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*Unaudited

**Redistributed annually to the appropriate governmental agency.

The taxable assessed valuation of real property within the Conroy Road Community Redevelopment Area for January 1, 1992 was \$6,502,265. As of January 1, 2019, the taxable assessed valuation was \$707,772,276.

BOARD & STAFF

CRA BOARD MEMBERS



Mayor & Chairman
Buddy Dyer



District 1
Commissioner
Jim Gray



District 2
Commissioner
Tony Ortiz



District 3
Commissioner
Robert F. Stuart



District 4
Commissioner
Patty Sheehan



District 5
Commissioner
Regina I. Hill



District 6
Commissioner
Bakari F. Burns

DDB/CRA ADVISORY BOARD MEMBERS



Chairman
Bill Lambert
(Appointed Chair
July 2020)



Vice Chairman
Jamie Barati
(Appointed Vice
Chair July 2019)



Dr. Eugene Jones



Monica McCown



Wendy Connor
(term ended
June 2020)



Commissioner
Victoria Siplin



Doug Taylor
(term ended
July 2017)



Marissa John

DDB/CRA STAFF

Thomas C. Chatmon, Jr., Executive Director

Walter Hawkins, Director of Urban Development

David Barilla, Assistant Director

Kelly Allen, Marketing & Communications Manager

Kimberley Allonce, Economic Development Coordinator

Mercedes Blanca, Project Manager

Christel Brooks, Administrative Specialist

Mary-Stewart Droege, Project Manager

Ashley Edwards, Board Secretary

Rose Garlick, Discover Downtown Manager

Dominique Greco, Manager, Nighttime Economy

Hunter McFerrin, Economic Development Coordinator

Rondale Silcott, Downtown Facilities Supervisor

Nicole Sisson, Interactive Media Coordinator

Tiffany Stephens, Fiscal Manager

Victoria Stepherson, Event Specialist

The Downtown Clean Team





DOWNTOWNORLANDO.COM

