



**DDB**

A meeting of the Downtown Development Board was held on Wednesday, June 27, 2025, at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Eugene Jones called the meeting to order at 3:01 p.m. noting a quorum was present.

**Board Members Present**      Dr. Eugene Jones, *Chairman*  
Jason Chin  
Rachel Moalli  
Steve Garrity

**Members Absent**                      Kimberly Stewart, *Vice Chair*

**Community Redevelopment Agency Advisory Board Member Absent**  
Kelly Martinez Semrad, *Orange County Commissioner*

**Staff Present**

David Barilla, Executive Director  
Justin Eason, Assistant Director  
Dr. Khristen Holmes, Assistant Director  
Stacey Young Adams, Chief Assistant City Attorney  
Felix Roman, Board Secretary  
Alejandra Caceres, Interactive Media Coordinator  
Bakari Burns, City Commissioner  
Charles Zollars, Economic Development Coordinator  
Christina Hyson, Project Manager  
Eric Ushkowitz, Business Development Division Manager  
Gerhard van der Snel, Downtown Facility Supervisor  
Harry Tejada, CRA Operations Manager  
Heather Numa Bell, Commissioners Aide  
Jeramiah Caret, Project Manager  
Juliana Bernal Guinand, Project Manager  
Juliana Bernal Guinand, Project Manager  
Kelly Allen, Marketing and Communications Manager  
Liz Nigro, Senior Administrative Assistant  
Manuel Ospina, Economic Development Coordinator  
Molly Diaz, Fiscal Manager  
Robyn Gray, Marketing and Communications Coordinator  
Rose Garlick, Discover Downtown Manager  
Samantha Levine, Housing and Homelessness Initiatives Manager  
Sherry Gutch, Placemaking Director

### **Approval of Minutes**

A motion was made by Rachel Moalli and seconded by Steve to approve the May 28, 2025, Downtown Development Board meeting minutes. The motion carried unanimously.

### **Presentations**

City Commissioner, Bakari Burns presented a Proclamation to Chair Dr. Eugene Jones II and thanked him for his service on the Downtown Development Board and Community Redevelopment Agency Advisory Board.

### **Executive Director's Report**

*David Barilla, Executive Director*

David Barilla presented a PowerPoint to the Board that provided updates on downtown businesses, the nighttime economy, and recent and upcoming events such as:

- Golden Brick Awards
- Visit Orlando Tourism and Travel Luncheon
- Leiah Kitchen + Cellar Grand Opening
- ICSC Las Vegas: 2025
- South Street Farm Grand Opening
- The Beacon Under Construction
- Floral Odyssey Mural was completed June 10
- Fireworks at the Fountain on July 4 from 4-10PM
- Welcomed New Staff Member, Robyn Gray, Marketing and Communications Coordinator

## **Public Comment**

None

## **New Business**

### **A. DDB Millage Rate**

*Molly Diaz, Fiscal Manager*

Each year, the Downtown Development Board (DDB) brings forward the proposed millage rate for a recommendation to City Council. The millage rate is the amount imposed per \$1,000 of taxable property value and is used to calculate local property taxes.

According to the City of Orlando Charter, Chapter 18, Section 9, the tax base shall be assessed valuation subject to taxation as above, made annually by the appropriate tax assessors. The rate shall not exceed one (1) mill on each dollar of tax based in 1971, and each year thereafter.

Staff requested that the DDB recommend to City Council that it adopt a millage rate of 1.000 for Fiscal Year 2025-2026.

A motion was made by Rachel Moalli and seconded by Jason Chin to recommend that City Council adopt a millage rate of 1.000 for Fiscal Year 2025-2026. The motion carried unanimously.

### **B. Funding Agreement between the Downtown Development Board and Global Peace Film Festival, Inc.**

*Jeramiah Caret, Project Manager*

Global Peace Film Festival, Inc. is seeking to bring a second year to its outdoor movie series, KALEIDOSCOPE 360°, at Parramore's Luminary Green at Creative Village as well as provide additional films to be shown at Lake Eola Park during Eolaween and during the holiday season in December. The contract shall begin on October 1, 2025, and will go through September 30, 2026. KALEIDOSCOPE 360° will screen movies in the park including 12 (one each month) at Luminary Green and four at Lake Eola. In addition to the movies, there will also be family-friendly animated shorts offered during Daylight Savings Time.

The Agreement includes funding from the Downtown Development Board (DDB) in the amount of \$40,000 (or \$3,333.33 monthly), which will directly contribute to event related costs including the operation and set up of state-of-the-art LED technology, securing high-quality screens, curated programming, obtaining necessary licensing and permits, ensuring security, and executing impactful marketing and advertising strategies for the series. The series will remain family-friendly, free, and open to the public.

Staff requested that the DDB approve the Funding Agreement with Global Peace Film Festival, Inc. and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval of the City Attorney's Office.

A motion was made by Jason Chin and seconded by Steve Garrity to approve the Funding Agreement with Global Peace Film Festival, Inc. and authorize the Chair and Executive Director to execute the Agreement, subject to review and approval of the City Attorney's Office. The motion carried unanimously.

**C. Special Events Grant Program Goals and Guidelines Update**

*Samantha Levine, Housing and Homelessness Initiatives Manager*

The Downtown Development Board's Special Event Grants Program is designed to support non-profit organizations holding special events within the Orlando Central City Neighborhood Development Area (DDB Area).

The program provides limited reimbursable grants to those events that will positively impact downtown Orlando.

To ensure special events support the goals of the DDB, and to help applicants better understand the intent of the program, staff recommends updating the guidelines and application to include the following Program Goals:

**Support Downtown Economic Vitality**

Encourage increased activity in the downtown area by attracting attendees who will frequent local businesses, restaurants, retailers, and hoteliers.

**Elevate Cultural and Community Engagement**

Support events that celebrate local arts and culture and create shared experiences that strengthen the community.

**Enhance the Identity and Appeal of Downtown Orlando for All**

Fund programming that reinforces downtown Orlando as a dynamic, attractive destination for residents and visitors of all backgrounds and economic means.

**Encourage Collaboration and Innovation**

Promote creative partnerships between organizations (e.g. local businesses, artists, cultural organizations) and encourage unique, high-quality programming that enhances the overall event landscape in downtown Orlando.

**Contribute to an Activated Public Realm**

Encourage events that visibly create vibrancy within downtown Orlando, especially events that occur in outdoor public spaces.

Additionally, the revisions to the guidelines update the evaluation criteria to include the program goals. As proposed, the Committee will evaluate the applications based on experience, project impact, marketing strategy and plan, event budget, and the event's meeting Program Goals. These changes would take effect upon the next application period, July 1, 2025.

Staff requested that the DDB approve the revised Downtown Development Board Special Event Grant Guidelines.

A motion was made by Steve Garrity and seconded by Rachel Moalli to approve the revised Downtown Development Board Special Event Grant Guidelines. The motion carried unanimously.

**D. Downtown for the Holidays**

Kelly Allen, *Marketing and Communications Manager*

Each year, the Downtown Development Board (DDB) creates a vibrant seasonal holiday experience around Lake Eola Park for both residents and visitors to enjoy. This annual celebration features a variety of attractions, including a beautifully lit Christmas tree accompanied by holiday music, classic holiday movies, family-friendly activities, character visits, and a Holiday Market. Thousands attend each year, and the DDB is committed to building on past success by enhancing these experiences to increase attendance and promote the broader offerings of downtown Orlando.

To support this goal, the DDB proposes agreements with several vendors. Nelsons Tents & Events, Inc. will provide twelve 10' x 10' high-peak tents, six 10' x 20' high-peak tents with lighting for use by Holiday Market vendors at a cost of \$9,326.57. Birchmore Group, Inc., will bring additional entertainment, including artificial snow, DJ, and characters at a cost of \$52,280.00. Vagabond Productions, Inc. and Talon Berrios will bring beloved holiday characters to life with nightly appearances by Santa Claus and the Grinch, for a fee of \$9,500.00 to Talon Berrios for the Grinch and \$7,200.00 to Vagabond Productions, Inc. for Santa Claus. No Limit Event Rentals Inc. will operate the Holiday Train, offering rides for families throughout the event, at a cost of \$13,550.00.

New this year, the DDB will also enter into an agreement with Contain Rent, a vendor specializing in retrofitting shipping containers. These customized containers will be transformed into immersive holiday houses for market vendors, including a dedicated Grinch's Lair experience at a cost of \$8,525.00. Additionally, the DDB will partner with Creed, a local business that will bring the festive spirit to the Eola House by installing decorative lighting on the house, illuminating surrounding trees, and enhancing the area with holiday décor to further elevate the overall atmosphere of the park at a cost of \$16,500.00.

In addition, to further enhance the experience, the proposed Third Amendment to the Contract with Red Top Productions Corporation (RTP), the current Farmers Market Manager selected through RFP24-0001, will authorize RTP to solicit vendors for the holiday market, provide onsite market management during vendor load-in and load-out, and oversee the operation of a nightly hot cocoa station. This expanded role builds on previous holiday market support and is intended to ensure a vibrant, well-organized holiday market experience for the community at a cost of \$47,350.00.

In accordance with the City's procurement code, the Farmers Market Manager was competitively selected through an RFP process, quotes were obtained for securing the tents, and the remaining agreements are exempt from competitive procurement as entertainment related to the Downtown for the Holidays event.

Staff requested that the DDB approve the agreements with Nelsons Tents & Events, Inc., Birchmore Group, Inc., Vagabond Productions, Inc., Talon Berrios, No Limit Event Rentals Inc., Contain Rent, and Creed, and the Amendment Number Three to Contract with Red Top Productions Corporation and authorize the Chief Procurement Officer to execute such agreements in the estimated amounts set forth above, subject to review and approval of the City Attorney's Office, and also authorize the Executive Director or Chief Procurement Officer to enter into contracts, and make additional expenditures of up to \$8,118.43 for a total not to exceed overall event budget of \$172,350.00, for additional costs and expenses related to implementation of Downtown For The Holidays.

A motion was made by Jason Chin and seconded by Rachel Moalli to approve the agreements with Nelsons Tents & Events, Inc., Birchmore Group, Inc., Vagabond Productions, Inc., Talon Berrios, No Limit Event Rentals Inc., Contain Rent, and Creed, and the Amendment Number Three to Contract with Red Top Productions Corporation and authorize the Chief Procurement Officer to execute such agreements in the estimated



amounts set forth above, subject to review and approval of the City Attorney's Office, and also authorize the Executive Director or Chief Procurement Officer to enter into contracts, and make additional expenditures of up to \$8,118.43 for a total not to exceed overall event budget of \$172,350.00, for additional costs and expenses related to implementation of Downtown For The Holidays. The motion carried unanimously.

**Next Meeting**

The next regularly scheduled Downtown Development Board will be held on Wednesday, July 23, 2025, at 3:00 p.m. in the Veterans Conference Room.

**Adjournment**

There being no further business to come before the Downtown Development Board, Chair Dr. Eugene Jones adjourned the meeting at 3:36 p.m.

  
David Barilla  
Executive Director  
Felix Roman  
Board Secretary