

A meeting of the Downtown Development Board was held on Wednesday, September 24, 2025, at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Kimberly Stewart called the meeting to order at 3:02 p.m. noting a quorum was present.

Board Members Present Kimberly Stewart, *Chair*
Rachel Moalli, *Vice Chair*
Dr. Robert M. Spooner
Jason Chin
Steve Garrity

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

Staff Present David Barilla, Executive Director
Justin Eason, Assistant Director
Dr. Kristen Holmes, Assistant Director
Stacey Young Adams, Chief Assistant City Attorney
Felix Roman, Board Secretary
Mary-Stewart Droege, Project Manager
Alejandra Caceres, Interactive Media Coordinator
Charles Zollars, Economic Development Coordinator
Christel Brooks, Fiscal Coordinator
Christina Hyson, Project Manager
Eric Ushkowitz, Business Development Division Manager
Jeremiah Caret, Project Manager
Juliana Bernal Guinand, Project Manager
Kelly Allen, Marketing and Communications Manager
Manuel Ospina, Economic Development Coordinator
Michael Whiteman, Economic Development Coordinator
Molly Diaz, Fiscal Manager
Nicole Carro, Marketing and Communications Intern
Robyn Gray, Marketing and Communications Coordinator
Samantha Levine, Housing and Homelessness Initiatives Manager

Approval of Minutes

A motion was made by Jason Chin and seconded by Rachel Moalli to approve the August 27, 2025, Downtown Development Board meeting minutes. The motion carried unanimously.

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:

- Grandmother's Legacy of Love Butterfly Garden at Lake Eola Park
- Employee Appreciation Week
- Outpost Ribbon Cutting
- Sparrow Ribbon Cutting
- DTO Local Line Up
- Bloomberg Art Pollination: Murals on Church
- Mural Fest
- Pathways to Parramore

- Ride DTO Pooling
- DTO Action Plan Information Session
- Hispanic Heritage Month
- Come Out with Pride Orlando
- Eolaween

Employee Appreciation Week Recap

Jill Vaughan, President and CEO of Downtown Orlando Partnership

Jill Vaughan presented a PowerPoint to the Board that provided a recap of the Employee Appreciation Week. The Board thanked her for her presentation.

Public Comment

None

New Business

A. Downtown Orlando Inc., (DOP) & Downtown for the Holidays: Holiday Sponsorship Contract Amendment

Kelly Allen, Marketing and Communications Manager

There is no more festive time of the year to experience downtown Orlando than the holiday season. All month long, the City of Orlando's Downtown Development Board (DDB) invites residents and visitors to Downtown for the Holidays for family-friendly holiday events and activities for all ages to enjoy, furthering the DDB's continued commitment to providing a wide variety of entertainment and festivities for everyone.

In May 2025, the DDB entered into a contract ("Contract") with Downtown Orlando, Inc. d/b/a Downtown Orlando Partnership (DOP) to solicit and secure sponsorships for the Downtown for the Holidays event. In return, DOP was to receive 25% of the total gross sponsorship revenue received.

Rather than multiple individual activity sponsorships, the DOP has secured a presenting sponsor for the entire event at \$300,000, exceeding the original anticipated sponsorship revenue amount of \$122,500 specified in the Contract. The DDB is seeking to amend the contract to acknowledge the increase sponsorship revenue and to establish DOP's compensation at 20% of the net sponsorship revenue received under the Contract, expected to be \$45,000.

Staff requested that the DDB approve Amendment One to Contract with the Downtown Orlando Partnership, subject to the review and approval of the City Attorney's Office and authorize the execution of the Amendment by the Chief Procurement Officer.

A motion was made by Jason Chin and seconded by Steve Garrity to approve Amendment One to Contract with the Downtown Orlando Partnership, subject to the review and approval of the City Attorney's Office and authorize the execution of the Amendment by the Chief Procurement Officer. The motion carried unanimously.

B. 2025-2026 Downtown Orlando, Inc., (DOP) Funding Agreement

Kelly Allen, Marketing and Communications Manager

The Downtown Orlando Inc., d/b/a Downtown Orlando Partnership (DOP) is a 501c (6) founded in 1961 and comprised of more than 200 corporate members. Their mission is to enhance business and community relationships through collaborative events and initiatives.

The agreement between the Downtown Development Board (DDB) and the DOP provides funding to DOP for activities related to the support and enhancement of downtown businesses, including business to business events, programming, and the production of two large-scale events, Chow on Church and DDB and DOP's Downtown Employee Appreciation Week. Additionally, this agreement supports funding for marketing and communications initiatives as contemplated in the Agreement and approved by the DDB Executive Director in accordance with the terms thereof.

The Funding Agreement between the DDB and the DOP also includes benchmarks for the District to meet including, but not limited to, maintaining an office in the Area, hosting events, offering Angel memberships for developing downtown businesses, sponsored or affordable membership opportunities to Parramore businesses, as well as conducting Connect DTO.

Staff requested that the DDB approve the Funding Agreement between the DDB and Downtown Orlando, Inc. in the not to exceed amount of \$225,000 for FY 2025-2026, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director.

A motion was made by Rachel Moalli and seconded by Dr. Robert M. Spooner to approve the Funding Agreement between the DDB and Downtown Orlando, Inc. in the not to exceed amount of \$225,000 for FY 2025-2026, subject to review and approval by the City Attorney's Office and authorize the execution of the Agreement by the Chair and the Executive Director. The motion carried unanimously.

C. Funding Agreement with Dr. Phillips Center for the Performing Arts, Inc.

David Barilla, Executive Director

The Downtown Development Board (DDB) and the Dr. Phillips Center for the Performing Arts, Inc. are partnering to present the "Front Yard Holiday Festival," a month-long series of free outdoor events on the Seneff Arts Plaza. Running from December 4, 2025, through January 4, 2026, Tuesdays through Sundays, the festival will feature at least 80 free performances by local musicians and artists over 28 nights.

Anticipating over 300,000 attendees, with 7,000 to 10,000 people daily, the festival aims to promote the City of Orlando by offering a festive atmosphere complete with themed holiday food, beverages, and family-friendly games. This funding supports the DDB's goals of enhancing public spaces, diversifying events, and fostering the growth of arts and culture in the downtown area.

The DDB will provide up to \$200,000 for the 2025 festival. Subject to satisfactory completion of the 2025 festival as evidenced in the Post Event Summary Report, the DDB will also contribute \$100,000 per year for each of the 2026, 2027, and 2028 festivals.

Staff requested that the DDB approve the Funding Agreement with Dr. Phillips Center Inc. for the operation of the Front Yard Holiday Festival in the not to exceed amount \$200,000 for the 2025 Festival, and contingent upon a satisfactory completion of the prior year festival, it approve \$100,000 per year for the 2026 Festival, 2027 Festival, and 2028 Festival subject to the availability of funding, and subject to review and approval by the City Attorney's Office, and authorize the execution of the Agreement by the Chair and Executive Director.

A motion was made by Dr. Robert M. Spooner and seconded by Jason Chin to approve the Funding Agreement with Dr. Phillips Center Inc. for the operation of the Front Yard Holiday Festival in the not to exceed amount \$200,000 for the 2025 Festival, and contingent upon a satisfactory completion of the prior year festival, approve \$100,000 per year for the 2026 Festival, 2027 Festival, and 2028 Festival subject to the availability of funding, subject to review and approval by the City Attorney's Office, and authorize the

execution of the Agreement by the Chair and Executive Director. Rachel Moalli declared a conflict, filed form 8B, and abstained from voting. The motion carried 4-0.

Next Meeting

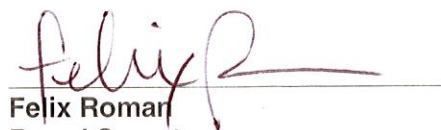
The next regularly scheduled Downtown Development Board will be held on Wednesday, October 22, 2025, at 3:00 p.m. in the Veterans Conference Room.

Adjournment

There being no further business to come before the Downtown Development Board, Chair Kimberly Stewart adjourned the meeting at 3:41 p.m.



David Barilla
Executive Director



Felix Roman
Board Secretary