

CITY OF ORLANDO'S DOWNTOWN DEVELOPMENT BOARD
+ COMMUNITY REDEVELOPMENT AGENCY

ANNUAL REPORT 2024



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MESSAGE FROM THE MAYOR

Downtown Orlando continues to welcome new residents, visitors, businesses and events. With \$2.03 billion in ongoing development investments, even greater opportunities lie ahead. These advancements align with our vision of creating a vibrant, inclusive neighborhood that welcomes everyone.

None of this progress would be possible without the strong spirit of collaboration.

The following pages highlight our shared achievements in 2024 and reflect our gratitude to the community partners and businesses that enrich downtown, fostering meaningful connections and experiences.

Together, we'll continue building on this momentum to shape an even brighter future for downtown Orlando.

Thank you for being a vital part of this journey.

A handwritten signature in blue ink that reads "Buddy Dyer". The signature is written in a cursive, flowing style.

Buddy Dyer
Mayor



MESSAGE FROM THE EXECUTIVE DIRECTOR

It is an honor to serve as the Executive Director of the City of Orlando's Downtown Development Board/Community Redevelopment Agency, the economic and cultural heart of our region. I am continually inspired by the dedication and passion of our community, stakeholders, and team, all working together to drive downtown's economic growth and positively impact the lives of the people we serve.

In 2024, downtown continued to evolve with exciting developments, new business openings, and vibrant experiences that brought residents and visitors together. Our incentive programs successfully attracted several notable businesses. Additionally, our art activations earned recognition by the Florida Redevelopment Association.

Building on this momentum, we shared our vision for the DTO Action Plan - an action-oriented master plan focused on enhancing downtown's streets, civic spaces, mobility options, and neighborhoods. As we look ahead, the DTO Action Plan will remain a key focus in 2025.

I am proud to witness the tremendous growth and progress we have achieved together. As we enter the new year, we remain committed to building a resilient and thriving downtown that strengthens the economic and cultural fabric of our region.

Thank you for your continued partnership and support. Together, we will ensure that downtown Orlando remains a vibrant and dynamic place to live, work, and play.

David Barilla
Executive Director
City of Orlando's Downtown Development Board + Community Redevelopment Agency

DEMOGRAPHICS

Summary	Census 2010	Census 2020	2024	2029				
Population	13,574	19,501	22,152	25,790				
Households	7,538	11,014	12,355	14,677				
Families	1,728	3,125	3,439	3,963				
Average Household Size	1.58	1.61	1.64	1.63				
Owner Occupied Housing Units	1,581	1,926	1,994	2,128				
Renter Occupied Housing Units	5,957	9,088	10,361	12,549				
Median Age	37.3	35.0	35.6	38.0				
Trends: 2024-2029 Annual Rate	Area	State	National					
Population	3.09%	0.93%	0.38%					
Households	3.50%	1.15%	0.64%					
Families	2.88%	1.12%	0.56%					
Owner HHs	1.31%	1.66%	0.97%					
Median Household Income	3.05%	3.25%	2.95%					
Households by Income	2024		2029					
	Number	Percent	Number	Percent				
<\$15,000	2,438	19.7%	2,557	17.4%				
\$15,000 - \$24,999	926	7.5%	867	5.9%				
\$25,000 - \$34,999	475	3.8%	514	3.5%				
\$35,000 - \$49,999	918	7.4%	1,055	7.2%				
\$50,000 - \$74,999	2,025	16.4%	2,255	15.4%				
\$75,000 - \$99,999	1,226	9.9%	1,527	10.4%				
\$100,000 - \$149,999	1,924	15.6%	2,603	17.7%				
\$150,000 - \$199,999	924	7.5%	1,434	9.8%				
\$200,000+	1,499	12.1%	1,866	12.7%				
Median Household Income	\$65,547		\$76,165					
Average Household Income	\$104,228		\$115,984					
Per Capita Income	\$59,319		\$67,009					
Population by Age	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	509	3.7%	601	3.1%	717	3.2%	813	3.2%
5 - 9	407	3.0%	592	3.0%	655	3.0%	722	2.8%
10 - 14	318	2.3%	540	2.8%	608	2.7%	685	2.7%
15 - 19	355	2.6%	749	3.8%	897	4.0%	1,016	3.9%
20 - 24	1,158	8.5%	1,647	8.4%	1,501	6.8%	1,699	6.6%
25 - 34	3,592	26.5%	5,639	28.9%	6,453	29.1%	6,359	24.7%
35 - 44	1,875	13.8%	2,831	14.5%	3,549	16.0%	4,636	18.0%
45 - 54	1,663	12.3%	1,929	9.9%	2,147	9.7%	2,696	10.5%
55 - 64	1,129	8.3%	1,696	8.7%	1,887	8.5%	2,190	8.5%
65 - 74	924	6.8%	1,433	7.3%	1,576	7.1%	2,007	7.8%
75 - 84	956	7.0%	1,048	5.4%	1,252	5.7%	1,800	7.0%
85+	689	5.1%	796	4.1%	910	4.1%	1,168	4.5%
Race and Ethnicity	Census 2010		Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	8,394	61.8%	10,132	52.0%	10,847	50.8%	11,671	49.6%
Black Alone	4,012	29.6%	4,812	24.7%	5,280	24.7%	5,654	24.0%
American Indian Alone	38	0.3%	53	0.3%	63	0.3%	77	0.3%
Asian Alone	442	3.3%	927	4.8%	1,093	5.1%	1,325	5.6%
Pacific Islander Alone	4	0.0%	17	0.1%	19	0.1%	21	0.1%
Some Other Race Alone	336	2.5%	1,186	6.1%	1,391	6.5%	1,749	7.4%
Two or More Races	348	2.6%	2,374	12.2%	2,665	12.5%	3,043	12.9%
Hispanic Origin (Any Race)	1,719	12.7%	3,913	20.1%	4,796	21.7%	6,075	23.6%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

January 03, 2025

DEVELOPMENT ACTIVITY





DEVELOPMENT ACTIVITY

At the end of 2024, there were 5 projects under construction in downtown Orlando representing over \$960 million in investment. These projects include 1,573 residential units, 650 hotel rooms, 884,500 sq. ft. of retail space, and 706,000 sq. ft. of office space.

The downtown market saw the construction of several notable projects. Among them includes The Edge at Church Street Station - a \$275 million mixed-use development that includes 234 dwelling units and 2,500 sq. ft. of retail space.

Another significant development under construction includes the Magnolia Mixed-Use Development - a \$300 million initiative that includes 500 residential units, 20,000 sq. ft. of retail space, and 100,000 sq. ft. of office space.

\$960 MILLION
IN INVESTMENT

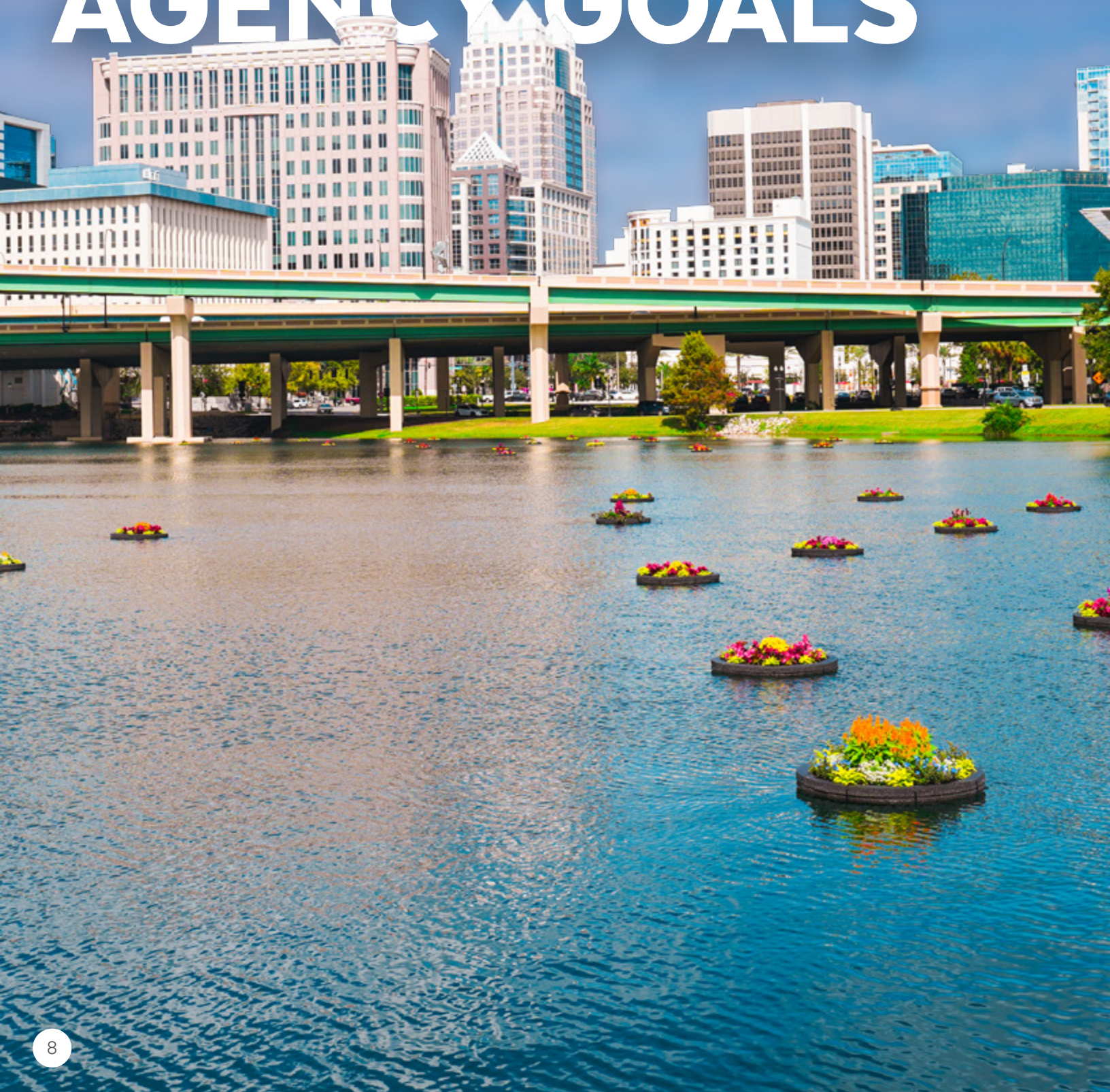
1,573
RESIDENTIAL UNITS

650
HOTEL ROOMS

884,500 SQ. FT.
OF RETAIL SPACE

706,000 SQ. FT.
OF OFFICE SPACE

COMMUNITY REDEVELOPMENT AGENCY GOALS



COMMUNITY REDEVELOPMENT AGENCY

2024 PROJECTS

Projects	2023/2024 Expenditures	Total Expenditures	Status	Start Date
30 S. Orange Ave/Lake Eola Gateway	\$205,189.68	\$205,189.68	Started	10/9/23
Ambassador Program	\$1,668,327.85	\$2,658,601.85	Ongoing	5/18/18
Art ²	\$2,143,447.02	\$4,131,915.00	Ongoing	3/1/20
Community Policing Innovations	\$2,700,533.82	\$6,355,533.82	Ongoing	7/1/21
CRA Single-Family Homes (Phase 3)*	\$2,172,748.50	\$3,455,280.50	Ongoing	2/20/20
Creative Village: Luminary Green	\$215,650.31	\$502,552.06	Completed	12/19/20
Creative Village: Central Park & Roadway Construction	\$779,392.49	\$8,635,596.68	Completed	12/9/21
Creative Village: Roadway Design	\$1,366.15	\$261,846.21	Completed	1/20/20
Downtown Arts District Street Murals	\$108,720.00	\$129,570.00	Ongoing	8/23/23
Downtown Lighting Improvement	\$228,943.06	\$1,093,115.06	Ongoing	Annual
Downtown Master Plan	\$379,535.95	\$1,283,210.95	Ongoing	6/20/20
Holiday Lighting and Décor	\$691,972.85	\$1,178,685.85	Ongoing	2/1/19
Lake Eola Master Plan	\$143,847.23	\$143,847.23	Started	9/22/22
Lake Eola Pocket Park	\$428,530.35	\$428,530.35	Completed	7/31/23
Lake Eola Ting	\$61,043.85	\$75,022.82	Ongoing	8/10/23
Lucerne Gateway Improvements	\$70,667.28	\$116,266.99	Ongoing	7/1/23
Streetscapes, Plazas, and Corridors	\$269,984.05	\$269,984.05	Ongoing	Annual
Tree Grates	\$89,008.50	\$139,008.00	Completed	7/1/23
The Canopy (Under-i Design)	\$712,035.82	\$1,202,225.27	Ongoing	6/1/23
The Canopy Temporary Lots	\$478,123.85	\$478,123.85	Started	8/26/24
Total	\$13,549,068.61	\$32,744,106.22		

* Affordable housing initiative

COMMUNITY REDEVELOPMENT AGENCY

2024 FUNDS AWARDED BY PROGRAMS

Programs	Awarded	2024 Expenditures	Total Expenditures	Start Date	Completion Date
Downtown Commercial and Residential Building Improvement Program (DCRBIP)/DTO Façade Program (DFP)					
CRA Plan Section 4C Housing & Neighborhoods; Opportunity 1, Strategy 10; Opportunity 2, Strategy 3					
2 S. Orange Avenue	\$211,000.00	-	-	9/9/24	Ongoing
100 N. Orange Avenue / 23 W. Washington Street	\$400,000.00	-	-	7/15/24	Ongoing
24 E. Washington Street	\$300,000.00	-	-	7/15/24	Ongoing
120 N Orange Avenue	\$24,480.00	\$24,480.00	\$24,480.00	6/10/24	Completed
217 N. Magnolia Avenue	\$50,229.84	-	-	6/10/24	Ongoing
630 E. Church Street	\$84,910.00	-	-	10/7/24	Ongoing
Retail Stimulus Program/DTO Restaurant Program/DTO Retail Program					
CRA Plan Section 4F Marketplace (Retail & Services); Opportunity 1, Strategy 4; Opportunity 3, Strategy 4					
CRA Plan Section 4H Business Environment; Opportunity 1, Strategy 1,3,4; Opportunity 2, Strategy 5					
It Girl Fit	\$100,000.00	\$75,000.00	\$75,000.00	3/11/24	Ongoing
Bienal Cabinery	\$80,784.24	-	-	9/9/24	Ongoing
Limitless Jewelers	\$125,000.00	\$75,000.00	\$75,000.00	8/12/24	Ongoing
Leiah Restaurant	\$87,250.00	-	-	2/5/24	Ongoing
Tikka Bowls and Tacos	\$54,025.00	-	-	12/9/24	Ongoing
Sola Salon	\$100,000.00	-	-	12/9/24	Ongoing
Evergreen Juice Bar	\$100,000.00	-	-	12/9/24	Ongoing
Sparrow Wine Bar & Lounge	\$212,600.00	-	-	11/11/24	Ongoing
Qreate Coffee	\$125,000.00	\$75,000.00	\$75,000.00	4/1/24	Ongoing
BluWave Sushi & Handroll Bar	\$100,050.00	\$87,550.00	\$87,550.00	4/1/24	Ongoing
High Wage/High Value Job Creation Program (HWHV)					
CRA Plan Section 4F Marketplace (Retail & Services); Opportunity 1, Strategy 1					
CRA Plan Section 4H Business Environment; Opportunity 1, Strategy 1; Opportunity 2, Strategy 2					
Travel + Leisure Co.	\$4,040,000.00	-	-	5/13/24	Ongoing
Minority/Women Entrepreneur Business Assistance Program					
CRA Plan Section 4C Housing & Neighborhoods; Opportunity 3, Strategy 4					
CRA Plan Section 4F Marketplace (Retail & Services); Opportunity 1, Strategy 4; Opportunity 3, Strategy 4					
CRA Plan Section 4H Business Environment; Opportunity 1, Strategy 1,4; Opportunity 2, Strategy 5					
Parramore Styling, LLC	\$31,376.91	\$28,236.43	\$28,236.43	3/11/24	Ongoing
SAFE Program					
Wall Street Cantina	\$10,000.00	\$10,000.00	\$10,000.00	5/28/24	Completed
TOTAL	\$6,392,616.35	\$375,266.43	\$362,716.43		



OFFICE MARKET AND EMPLOYMENT

An aerial photograph of a city skyline during the golden hour. The foreground shows a residential neighborhood with houses and trees. The middle ground features a mix of commercial and residential buildings, including a prominent blue and white modern structure. The background is dominated by a dense cluster of tall skyscrapers against a clear, light blue sky.

The Community Redevelopment Agency (CRA) has a robust and diverse employment base, with nearly 96,055 employees. Downtown Orlando ended 2024 with an occupancy rate of 88.1%. At the end of 2024, the majority of office space in downtown Orlando was Class A at 61%, while office space categorized as Class C had the highest occupancy rate at 93.9%. Between Q1 2024 and Q3 2024, a total of 136,112 sq. ft. of office space was leased in downtown Orlando. Some notable leasing activities were H & Co. Advisors leasing 9,347 sq. ft. and Hoar Construction LLC leasing 6,517 sq. ft.

96,055
EMPLOYEES IN DOWNTOWN

88.1%
OCCUPANCY RATE

136,112 SQ. FT.
OF OFFICE SPACE LEASED
BETWEEN Q1 2024 AND Q3 2024



BUSINESS INCENTIVES





INTRODUCING WESTCOURT: DTO'S NEWEST EPIC ENTERTAINMENT HUB

The CRA approved tax increment funding for Westcourt, an 8.5 acre proposed mixed-use project in downtown Orlando. This ambitious development has long been on the city's radar, reflecting our commitment to the continuous revitalization of both downtown Orlando and the Parramore area.

This mixed-use project will feature a 261-room full-service Kimpton Hotel with 16,000 sq. ft. of meeting space, a 3,500-capacity live events venue, and a 270-unit high-rise residential tower including 10 attainable housing units. The development will also offer up to 300,000 sq. ft. of Class A office space, housing the new Orlando Magic headquarters. Additionally, there will be 125,000 sq. ft. of retail space, with 1,000 sq. ft. dedicated to local small businesses on tenant-friendly leases. Other amenities include a festival plaza and an integrated 1,140-stall parking garage to enhance public parking options.

As we look forward to seeing this vision come to life, Westcourt promises to be a game-changer for downtown Orlando. From economic revitalization to diverse amenities and housing options, this development embodies our aspirations for a brighter, more inclusive future.

DTO FAÇADE PROGRAM

The Downtown Commercial and Residential Building Improvement Program (DCRBIP) was created in 2008 by the CRA to encourage the reuse of vacant or underutilized properties, improve appearance, and support the long-term viability of downtown Orlando. The program guidelines were updated in 2024 — given the increase in costs associated with construction, there was a desire to amend the program to adjust funding amounts.

In addition, other changes included a new program name, DTO Façade Program (DFP); modifying the eligible improvements and ineligible items lists found in the guidelines; and the addition of “focus areas”. These “focus areas” were identified as key commercial corridors in which additional investment would encourage business-to-consumer concepts to enter the area, resulting in increased pedestrian activity. The purpose of the proposed changes was to continue to assist downtown property owners with heavy maintenance and appropriate replacement of key façade features as was recommended in Project DTO.

Five applicants were approved for funding in 2024, totaling \$1,070,619.84. One of the notable approvals, 100 N. Orange Avenue / 23 W. Washington Street, was approved for \$400,000.00 in funding assistance for façade improvements, including external repairs and aesthetic upgrades. The applicant's capital investment in the project is estimated at approximately \$500,000.00.

Additionally, 2 S. Orange Avenue was approved for \$211,000.00 in funding assistance for enhancements to the building facade and street-facing features.

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.

Parramore Styling, LLC applied for funding under the MEBA program located at 430 S. Parramore Avenue, Suite A. The business has an array of services, including traditional cuts, modern trends, and hot towel shaves. Parramore Styling, LLC was approved for \$31,376.91 in funding assistance for rental assistance, painting, capital equipment and marketing.

DTO RETAIL PROGRAM/DTO RESTAURANT PROGRAM

The Retail Stimulus Program was divided into two programs, the DTO Retail Program and the DTO Restaurant Program, with funding amounts higher for the DTO Restaurant Program due to the higher build-out cost for high-quality dining restaurants and experiences. In addition, other changes included modification of the funding, eligible improvements and ineligible businesses, and the addition of “focus areas.” These “focus areas” were identified as key commercial corridors in which additional investment would encourage business-to-consumer concepts to enter the area, resulting in increased pedestrian activity.

Twelve applicants were approved for funding in 2024, totaling \$1,240,619.60.

One of the notable approvals, BluWave Sushi & Handroll Bar, was approved for \$100,050.00 in funding assistance for restaurant build-out and rent abatement located at 54 W. Church Street, Suite 170. The applicant’s capital investment in the project is estimated at approximately \$200,000.00.

Additionally, Limitless Jewelers was approved for \$125,000.00 in funding assistance for retail space improvements and rent abatement for the property located at 130 S. Orange Avenue. The applicant’s capital investment in the project is estimated at approximately \$105,000.00.

HIGH WAGE / HIGH VALUE JOB CREATION PROGRAM

The High Wage/High Value Job Creation Program was established to attract industries and headquarters with high-value jobs to downtown Orlando. Originally approved by the CRA on April 17, 2006, the program underwent an amendment in 2023 to introduce the Parramore HQ Incentive, aimed at incentivizing businesses to establish high-wage jobs within the Parramore Planning Area. Under this incentive, companies are eligible for up to \$4,000 per job in funding assistance.

A major approval under this program in 2024 is T&L Telecommunications, LLC, known as Travel + Leisure Co., the world’s leading membership and leisure travel company. The company plans to relocate 908 jobs to downtown Orlando in 2025 while creating 102 high-value jobs that pay more than 200% of the average annual private-sector wage in Orange County over five years. The company’s capital investment in office build-out and equipment is estimated at \$29,400,000 over two years.

Through the High Wage/High Value Job Creation Program, Travel + Leisure Co. is eligible for up to \$4,040,000.00 in funding assistance. The CRA Advisory Board recommended approval of this funding agreement, which will support downtown Orlando’s continued economic growth by attracting high-wage employment opportunities.



DESTINATION ACTIVITY CATALYST: SAK COMEDY LAB RETURNS TO CHURCH STREET

In June, SAK Comedy Lab returned to Church Street - now at 55 West.

This move marks a significant milestone in SAK's 33-year history, made possible by the Destination Activity Catalyst from the CRA. By supporting destination activities through build-out costs, rent subsidies, and permit fee payments, the CRA aims to energize the downtown core, reduce vacancy, and create vibrant, activity-rich areas.

Their new home on Church Street not only supports the CRA's vision but also brings diverse, top-notch arts opportunities to the city, continuing to make downtown Orlando a dynamic destination for residents and visitors alike.

Their new venue features a \$1.3 million build-out by McCree General Contractors and Adirondack Studios. With a vibrant city-scape lobby, a 175-seat theater with stadium seating, and state-of-the-art facilities, they're ready to host unforgettable shows and classes. This 7,200 sq. ft. space includes back-of-house areas like classrooms, studios, and a green room, providing the perfect environment for creativity and entertainment.



DOWNTOWN ORLANDO TRANSFORMATIONS



ENHANCING THE FUTURE GATEWAY TO LAKE EOLA PARK

Thanks to our partnership with Thornton Park Main Street and Art Haus, a new large-scale mural, known as Achromatic Aria Fresco - An Ode to Harmony, is now featured on the City Centre building west wall, overlooking the future gateway to Lake Eola Park at the intersection of Rosalind Avenue and Central Boulevard.

Artists Peterson Guerrier and Chris Jones from Red Tape Orlando shared that the mural weaves together the essence of monochrome artistry with the fluidity of a musical masterpiece.

Murals are important because they add to the revitalization of our downtown, making it a space where you can live, work, and play. But they do more than support artistic expressions. They are a means of wayfinding, beautification, and brand neighborhoods. As outlined in the DTO Action Plan, we're on a mission to beautify our streets and enhance our community together.

FAUNE: A DIGITAL ART EXPERIENCE IN DOWNTOWN ORLANDO

In collaboration with world-renowned digital artists Adrien Mondot and Claire Bardainne, Snap!'s CITY UNSEEN and the City of Orlando's Downtown Development Board (DDB) proudly presented the U.S. premiere of FAUNE, a series of 10 large-format posters installed throughout the city and revealed in 3D augmented reality.

Since 2011, Mondot and Bardainne have been creating handcrafted, responsive digital art that seamlessly blends the real and virtual worlds. Through the use of a smart device, viewers embarked on an urban art safari featuring imaginary animals hidden within the cityscape. Many of their works featured a blob-like creature silently roaming desolate yet distinctly human settings. Despite its clear presence within the photographic compositions, the creature conveyed a sense of loneliness and longing to fully immerse itself in the human world. The result was a poetic visual commentary on the often dissonant relationship between reality and virtuality in today's era of rapid technological advancement.

Free and always accessible via smart devices, FAUNE provided an innovative public art experience that fostered partnerships with local businesses, engaged the community, and created a memorable attraction for visitors. The exhibit encouraged guests to explore downtown Orlando and inspired them to return on future visits.

Aligned with the objectives of the DTO Action, this initiative underscored the City of Orlando's commitment to fostering a vibrant and diverse urban environment. FAUNE reinforced the importance of accessible art experiences, further enhancing downtown Orlando's cultural landscape and enriching the experiences of both residents and visitors.



INTRODUCING “THE CANOPY”

Last year we introduced, “The Canopy,” the latest iteration of the urban gathering space formerly known as the Under-i Project. The official name of the project was another step forward in the development of this unique hub and came about through the most recent design exercise incorporating feedback from the city’s online survey and public meetings in the fall of 2023.

The name, The Canopy, was inspired by the newly updated design which blends nature and technology, drawing inspiration from Orlando’s beautiful canopy of trees, to create a vibrant, inclusive and sustainable urban oasis that reflects the spirit of downtown Orlando, connects its diverse neighborhoods and fosters a sense of belonging for all.

In response to input from the community, the new design focuses on the six core principles identified as most important to residents, including;

- Connection: Seamlessly integrating with various modes of transportation to ensure accessibility for all.
- Safety: Prioritizing the well-being and security of visitors through thoughtful design and strategic planning.
- Community: Providing ample space for gatherings, festivals and cultural events that bring people together.
- Greenery: Infusing the urban landscape with lush landscaping and green spaces for relaxation and rejuvenation.
- Mobility: Creating pedestrian-friendly walkways and bike paths to encourage active lifestyles and sustainable transportation.
- Artistic Immersion: Enriching The Canopy with immersive art installations that captivate the imagination and inspire creativity.

The Canopy is currently in the design phase.

NEW TABLES BRING COMFORT AND STYLE TO 30 S. ORANGE AVENUE

Tables with umbrellas have been added to the open space at 30 S. Orange Avenue, creating a welcoming, shaded area for everyone to enjoy.

Whether you’re taking a quick lunch break, catching up with friends, or simply soaking in the atmosphere, these tables provide the perfect spot.

It’s another step in making downtown Orlando a more inviting and comfortable place for all.





PRISMATICA - A KALEIDOSCOPE OF ART AND INNOVATION

Downtown Orlando was transformed into a mesmerizing tapestry of color and sound with the arrival of Prismatica, an interactive art installation by RAW Design, produced by Quartier des Spectacles Partnership and distributed by QDSinternational.

Prismatica featured 25 pivoting prisms strategically placed across two picturesque locations—Lake Lucerne and 30 S. Orange Avenue. These prisms were more than static sculptures; they came alive, rotating and reflecting a breathtaking rainbow of colors that shifted dynamically with changing light and visitor perspectives. As the prisms turned, they emitted a symphony of chimes, creating an immersive auditory experience that complemented the visual spectacle. At night, the installation illuminated the area, turning downtown Orlando into a radiant and vibrant attraction.

Aligned with the goals of the DTOutlook, the City of Orlando and the CRA remained committed to fostering a vibrant and diverse urban environment, emphasizing the vital role of art in enhancing community experiences. Prismatica underscored the importance of making art experiences accessible to residents and visitors alike, reinforcing the city's dedication to cultural enrichment and placemaking.

The Prismatica installation was a testament to downtown Orlando's commitment to creativity, innovation, and public engagement, leaving a lasting impression on all who experienced its brilliance.

A LOOK AT RECENT PROPERTY ACQUISITIONS

Downtown Orlando has long been a hub of activity, culture, and innovation. In 2024, a new chapter in its evolution unfolded with significant developments aimed at revitalization and growth. The CRA took a bold step by approving the acquisition of four catalytic properties in the downtown area, marking a major milestone in the city's ongoing transformation.

At the heart of this initiative was a vision to turn underutilized spaces into vibrant community assets. One key acquisition, 30 S. Orange Avenue, a historic site with a rich past, is set to be transformed into a public park—bringing new energy to the downtown core and providing an inviting space for residents and visitors alike.

IVANHOE DISTRICT SIGN

CRA sponsored new Ivanhoe Village wayfinding sign.



Similarly, the purchase of 1 N. Orange Avenue and 205 + 215 East Central Boulevard opened doors to numerous possibilities. These properties paved the way for reimagining historic structures and expanding Lake Eola Park, all part of a strategic effort to create a more dynamic and connected cityscape.

These acquisitions contributed to a more vibrant and inclusive downtown, in alignment with the goals outlined in the DTO Action Plan. By adding open spaces, supporting mixed-use development, and preserving historic landmarks, the CRA laid the groundwork for a thriving urban environment that continues to shape the future of downtown Orlando.

HERITAGE SQUARE PARK BEAUTIFICATION

Exciting changes took place at Heritage Square. Approximately 3,600 new shrubs were planted, creating a vibrant and inviting environment for residents and visitors alike. The thoughtful design reflects the beauty of a native Florida spring, with colorful plantings added along Central Boulevard and enhanced greenery throughout the park.

These enhancements were designed to create a warmer, more welcoming atmosphere for outdoor events, youth programs, and everyday enjoyment. Heritage Square Park has become an even more beautiful and lively part of our downtown.



LAKE LUCERNE BLOOMS

As part of efforts to enhance downtown Orlando's beauty and highlight its natural attractions, 100 floating flower beds were installed in Lake Lucerne. These 4-foot-wide floral arrangements feature vibrant seasonal flowers.

Each side of Lake Lucerne displayed 50 floating flower beds, making the installation an eye-catching feature. With minimal maintenance required, the flowers are self-watered from the lake.





A BRIGHTER DOWNTOWN EXPERIENCE

Downtown Orlando now shines brighter with the installation of new bistro lighting at 54 W. Church Street and Wall Street.

The CRA partnered with Nightscape Illumination, LLC, and We Hang Christmas Lights to bring this project to life. At 54 W. Church Street, in City District, warm white lights are now strung between palm trees and the building's second story, creating an inviting atmosphere. Wall Street's lighting now features color-changing bistro lights and palm tree lighting, adding a dynamic touch for special events and holidays.

INTERACTIVE ART INSTALLATIONS POP! AND PRISMAPHONIK LIT UP DOWNTOWN

Downtown Orlando became even more vibrant with the arrival of two interactive art installations: POP! by Gentilhomme and Prismaphonik by William Simard and Anthony Gagnon Boisvert. Brought to life by Quartier Des Spectacles Partnership—the team behind last year's Prismatic by RAW Design and LOOP by Olivier Girouard, Jonathan Villeneuve, and Ottoblix—these exciting experiences invited visitors to explore art in a whole new way.

At City Hall Plaza, POP! featured five towering monoliths, each housing a creature that could be set free through the power of visitors' voices. Whether talking, singing, or shouting, interactions brought these creatures to life in dazzling displays of light and sound.

Over at Luminary Green Park, Prismaphonik combined music and color with 12 glowing prisms. Each represented a musician in an orchestra, playing different instruments and lighting up based on the number of people nearby.

POP! by Gentilhomme was a production of Quartier des Spectacles Partnership in partnership with Jack World, while Prismaphonik by William Simard and Anthony Gagnon Boisvert was a production of Gestion Willart, with distribution by QDS International.





CELEBRATING 5 YEARS OF INNOVATION AND GROWTH

Last year marked a significant milestone as we celebrated the 5th anniversary of the UCF Downtown and Valencia College Downtown campus. Since opening its doors in August 2019, this transformative partnership has brought over 8,000 students, faculty, and staff to DTO. As a cornerstone of Orlando's Creative Village, the campus has provided unparalleled access to education, fostering collaboration, and driving our community forward. This campus has opened pathways into high-demand careers and enhanced lives through education.



Photo Courtesy of Macbeth Studio

FORDIFY THE ARTS COURTYARD OPENS

The Orlando Downtown Arts District celebrated the grand opening of the FORDify the Arts Courtyard at the historic Rogers Kiene Building in downtown Orlando. This new outdoor venue is set to transform the city's entertainment and arts scene while paying homage to Church Street Station's historic charm and legacy.

The grand opening event honored Bob Snow, the visionary founder of Church Street Station, whose contributions to Orlando's cultural and entertainment history remain unparalleled.

The courtyard itself is a testament to thoughtful design and sustainability. Repurposed materials from the former Church Street Ballroom—including metallic gates, trusses, and bricks—have been creatively integrated into the 20-foot-wide, 90-foot-deep space. Now adorned with murals, seating, and historic architectural elements, the courtyard offers a unique blend of history and modern functionality.

Previously an alleyway used for overflow attendance at events, the space has been transformed into a vibrant outdoor venue available for public use during CityArts hours and rentable for private events.



Photo Courtesy of Macbeth Studio

AMWAY CENTER RENAMED TO KIA CENTER

In a significant development for Orlando's sports and entertainment scene, the Amway Center, which has been a staple of the community since its opening on October 10, 2010, has officially been rebranded as the Kia Center. This change comes as part of a multiyear agreement that underscores the continued growth of Kia's partnership with the arena's main tenant, the NBA's Orlando Magic.

The Kia Center will continue to be a destination for unforgettable experiences, leading the way in what promises to be an exciting future for fans and visitors alike.

A NEW ERA FOR ORLANDO'S SOCCER SCENE

Inter&Co, a leading provider of financial and digital commerce services, alongside Orlando City SC and the Orlando Pride, announced a groundbreaking long-term agreement to rename the teams' home venue to Inter&Co Stadium. This exciting new chapter follows Inter&Co's recent designation as the Official Financial Institution of Orlando's Major League Soccer and National Women's Soccer League teams last September.

The partnership marks a significant milestone, with Inter&Co becoming the first international partner for the club, as well as the first Latin-American financial institution to hold naming rights for a major U.S. stadium. This elevated relationship solidifies Inter&Co's commitment to the Orlando community and its connection to the world of sports.

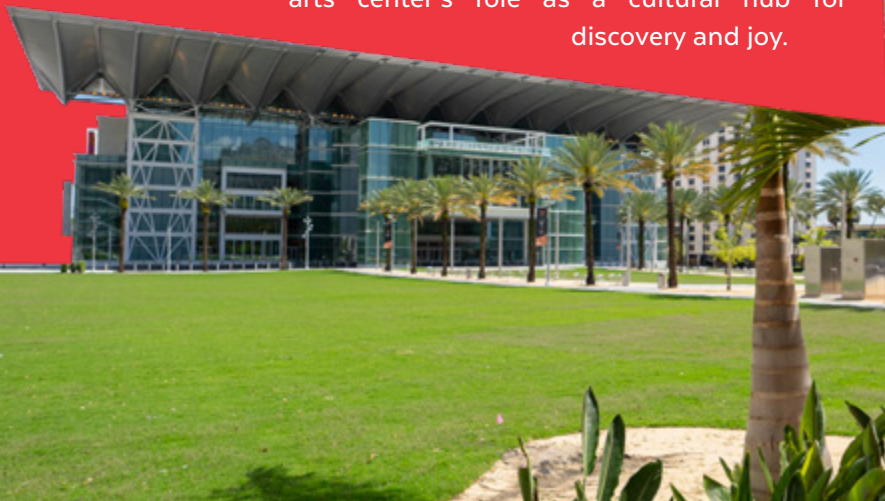
The rebranding to Inter&Co Stadium represents more than just a name change—it's a powerful symbol of international collaboration and a new era of growth for Orlando's soccer teams.

A 10-YEAR JOURNEY OF ARTS, EDUCATION, AND COMMUNITY

Dr. Phillips Center for the Performing Arts celebrated its 10th anniversary, marking a decade of bringing world-class entertainment, transformative education, and exceptional performances to Central Florida. Since opening its doors on November 6, 2014, with a community concert featuring Sheryl Crow, the arts center has remained committed to delivering Arts For Every Life®.

Over the past decade, Dr. Phillips Center hosted more than 4,530 performances, welcomed over 5 million guests, and contributed \$190 million annually to the local economy. It also invested \$22.8 million into the community through education, accessibility, and arts and wellness programs.

The anniversary honored the center's bold commitment to creativity and connection, inviting the community to celebrate defining moments from the past decade. Special performances, events, and initiatives brought audiences together, reinforcing the arts center's role as a cultural hub for discovery and joy.



EXPERIENCING THE ART BEAT OF THE CITY WITH

DTOLIVE

Throughout the past year, the DDB, United Arts of Central Florida, the Downtown Arts District, and Creative City Project brought the community over nearly 500 free arts and cultural events through DTOLive, transforming downtown into a vibrant hub of creativity and culture. From live music to interactive art, the streets buzzed with energy, offering something exciting for everyone to enjoy in a dynamic festival atmosphere.

By championing a world-class cultural scene, DTOLive fueled momentum toward a thriving downtown—one that flourished economically while celebrating artistic vitality. The initiative harnessed the diverse cultural richness and creative talent of the community, positioning downtown Orlando as a beacon for innovation and prosperity.

The success of DTOLive underscored the city’s commitment to fostering a dynamic and engaging environment, reinforcing downtown Orlando as a cultural destination for residents and visitors alike.

RETHINKING URBAN WILDLIFE WITH BIG CITY BIRDS

In 2024, downtown Orlando came alive with a unique art installation as part of DTOLive - Big City Birds. In partnership with United Arts of Central Florida and Creative City Project, this remarkable exhibit featured a series of 16-foot-tall, neon, inflatable pigeons designed to draw attention and spark conversations about the role of pigeons in urban environments. Once celebrated for their contributions to communication and companionship, pigeons are now often dismissed as nuisances. This installation challenged that perception by magnifying their presence in our shared spaces.

The artist’s goal was to blur the lines between nature and civilization, prompting audiences to reconsider the boundaries placed on the natural world within urban settings. By placing these giant sculptures in the heart of downtown, the installation encouraged viewers to appreciate the resilience and adaptability of these birds, fostering a deeper connection with all forms of urban wildlife.

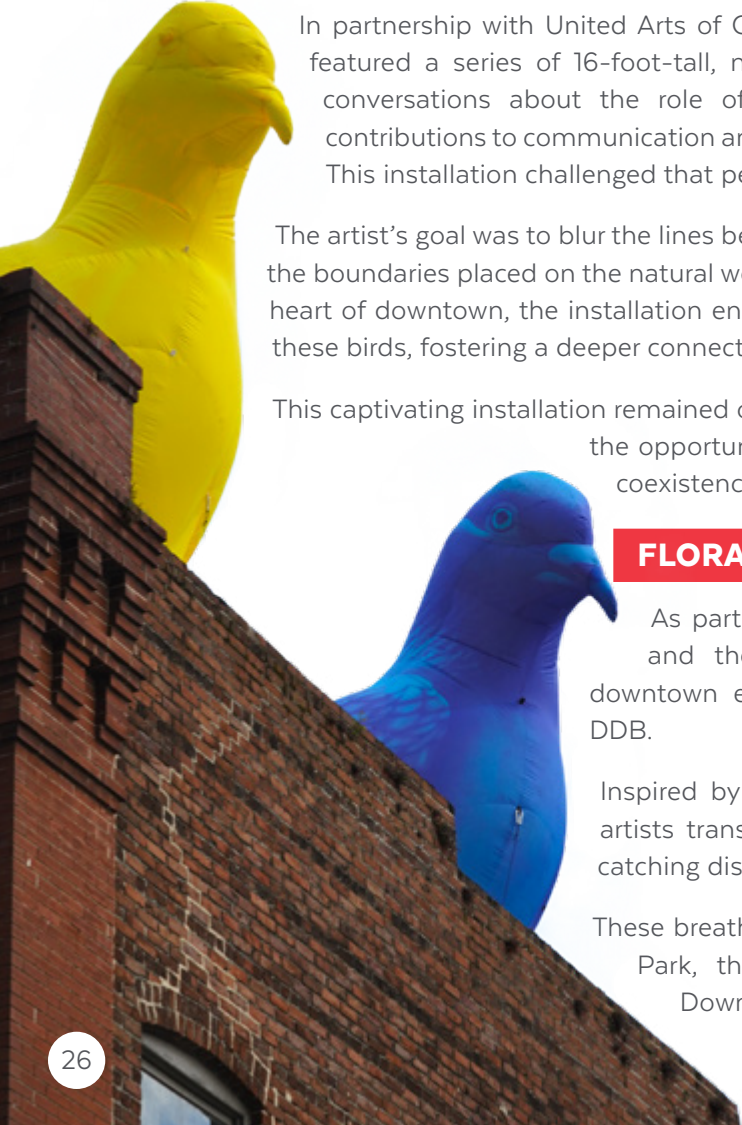
This captivating installation remained on display until October 2024, offering residents and visitors alike the opportunity to explore, reflect, and engage in conversations about urban coexistence.

FLORAL DISPLAYS AS PART OF DTOLIVE

As part of Employee Appreciation Week, United Arts of Central Florida and the Downtown Orlando Partnership collaborated to celebrate downtown employees with stunning floral installations, presented by the DDB.

Inspired by Lewis Miller’s Flower Flash in NYC, five talented floral design artists transformed key locations in downtown Orlando with vibrant, eye-catching displays.

These breathtaking floral arrangements were showcased at City Hall, Duncan Park, the intersection of Orange Avenue and Wall Street, Discover Downtown, and the Lake Eola Amphitheater.



The installations provided a beautiful backdrop for the weeklong celebration, honoring the contributions of downtown employees and enhancing the urban landscape with bursts of color and creativity.



IGNITING CREATIVITY WITH “URBAN EMBER” IN DOWNTOWN ORLANDO

Creative City Project, in collaboration with DTOLive, brought a vibrant touch to downtown Orlando. Designed by Red Tape Orlando, this dynamic sculpture transformed the cityscape with its unique design, composed of interlocking geometric shapes and birch wood. The installation invited residents and visitors to sit, explore, and connect, fostering a sense of community and creativity.

Urban Ember stood as a testament to the city’s commitment to engaging the public through art.

LOVE ORLANDO MURALS

Downtown Orlando gained a vibrant new addition with the unveiling of the “Love Orlando” temporary murals, part of the DTOLive initiative. Located at 30 S. Orange Avenue, the murals showcased stunning artwork created in collaboration with Creative City Project and professional artists.

Towering at 8-feet-tall, these murals were created by a team of talented artists — AKYROS, Sabrina Shumaker, Ryan Semple, SKIP, and Olivia Stafne. Each mural offered a unique perspective on what made Orlando special. From colorful designs to meaningful depictions of the City Beautiful, these pieces celebrated the creativity, unity, and energy that defined the city.

Art like this wasn’t just beautiful — it was vital to downtown Orlando’s identity. Public art transformed streets into open-air galleries, sparked conversations, inspired creativity, and enhanced the sense of pride felt for the city.



BUSINESS OPENINGS AND UPDATES

JAZZED UP ABOUT JUDSON'S LIVE

Located in the Dr. Phillips Center for the Performing Arts, Judson's Live was the latest venue to open where one can enjoy live music of all genres. With table style seating for 150 guests, Judson's Live is a mixture of an intimate and inviting atmosphere for all music lovers.

EOLA NAIL SKIN CARE BAR BRINGS LUXURY BEAUTY SERVICES TO DOWNTOWN

Downtown Orlando welcomed Eola Nail Skin Care Bar to its vibrant community in 2024. Located at 520 E. Church Street, Suite 107, this premier beauty destination offers a wide range of services, including manicures, pedicures, waxing, lash extensions, skin care treatments, and permanent makeup. Combining comfort and luxury, Eola Nail Skin Care Bar provides an elevated experience for all beauty enthusiasts.

Through the Retail Stimulus Program, the CRA supported the launch of Eola Nail Skin Care Bar with \$100,000 in eligible funding, helping to enhance the vitality and appeal of downtown. This initiative continues to play a key role in attracting unique businesses that enrich the downtown experience, ensuring a fresh and modern landscape for residents and visitors alike.

DEBONAIRE SUPPER CLUB ELEVATES DOWNTOWN ORLANDO'S CULINARY SCENE

The Debonaire Supper Club offers elevated contemporary comfort cuisine with a carefully curated menu by executive chefs Thomas Wilkinson and Alejandro Ocanto Uzacetegui. This immersive dining experience has become a standout addition to the downtown culinary landscape.

THE DRAKE KITCHEN + BAR OFFERS A CULINARY JOURNEY

Embarking on a culinary journey in downtown Orlando, The Drake Kitchen + Bar has emerged as a dynamic addition to the vibrant food scene. Owners Heberto and Rona Segura, who began their journey in a food truck, have grown enough to be able to open a brick and mortar location and succeeded in creating an innovative restaurant that brings a fusion of international flavors to life. The Drake distinguishes itself by crafting its dishes from locally sourced ingredients, ensuring a fresh and sustainable dining experience.

With a chic and stylish ambiance complemented by an ever-evolving seasonal menu, The Drake Kitchen + Bar caters to the discerning palates of our local foodies and those looking for a lively dining atmosphere.





CELEBRATING WOMEN’S HISTORY MONTH WITH THE ARRIVAL OF IT GRl FIT

As we honored Women’s History Month, downtown Orlando proudly welcomed a new addition to its vibrant community: It Grl Fit. Located at 361 N. Rosalind Avenue, Suite 9, this innovative fitness studio is more than just a place to work out—it’s a celebration of entrepreneurship, empowerment, and well-being.

It Grl Fit offers a holistic fitness experience that goes beyond traditional workouts. The studio specializes in the Lagree Method, a low-impact, high-intensity workout designed to strengthen and tone the body, as well as meditation sessions to promote mindfulness and mental clarity. This combination reflects their commitment to both physical and mental health, creating a supportive space where clients can thrive.

Through the DTO Retail Program, It Grl Fit received \$75,000 in buildout funding and \$25,000 in rent assistance from the CRA. This investment highlights the City of Orlando’s dedication to supporting small businesses, fostering entrepreneurship, and promoting diversity in downtown Orlando.

The launch of It Grl Fit embodies the spirit of Women’s History Month—empowering women to lead, innovate, and inspire others. Whether you’re looking to try something new or elevate your fitness journey, It Grl Fit invites you to experience their unique approach to wellness right in the heart of downtown.



I LOVE ORLANDO CAFÉ OFFERS PICTURESQUE VIEWS AND COMFORT FOOD

I Love Orlando Café, a cozy corner café located at N. Rosalind Avenue and E. Washington Street, offers picturesque views of Lake Eola Park.

The café is the heartfelt creation of two Venezuelan immigrants who now call downtown Orlando home. The name “I Love Orlando” reflects their deep affection for the city, which has embraced them since they left Venezuela. Downtown Orlando, with its opportunities for growth and development, has inspired them to pour their passion into this project.

The menu is a delightful mix of flavors sure to please every palate. From their famous chicken and waffle combo to hearty breakfast sandwiches and a double bacon and cheese bagel, the café offers comfort food all day long.



MANGO FRESH BRINGS A TASTE OF THE TROPICS TO DOWNTOWN ORLANDO

Mango Fresh, a Latin American-inspired juice bar, brings the vibrant flavors of the tropics to life with a menu packed with signature juices, smoothies, bowls, and more. Whether you’re looking for a

refreshing pick-me-up or a healthy, satisfying snack, Mango Fresh has something for everyone.

This marks the fourth Mango Fresh location in Central Florida. Founded by owners from Caracas, Venezuela, the concept was inspired by their love of fresh, tropical ingredients and a desire to honor their lifestyle from back home. By using fresh fruits and natural ingredients, Mango Fresh offers an authentic and healthy taste of South America.

The owners chose downtown Orlando for its latest location because of the area's exciting growth and development. Owner Angel shared his pride in being part of the downtown community and emphasized his admiration for Orlando's vibrant culture.

Thanks to support from the DTO Restaurant Program, which provided \$100,000 in funding from the CRA, Mango Fresh has found its new home in downtown Orlando, adding a fresh and healthy option to the area's dining scene.

TREAT YOURSELF TO QUALITY CARE AT NECTAR AESTHETICS

Nectar Aesthetics has opened its doors in downtown Orlando. This is their second location in Central Florida. Their expansion was made possible with support from the CRA's Retail Program, which was crucial in transforming the space with improvements and turned it into a luxurious med-spa.

Nectar Aesthetics has a team of gentle hands offering a variety of beauty procedures including Botox, micro needling, medical grade skincare, and more.



SISTER SOUL FOOD SERVES UP LEGENDARY DISHES IN PARRAMORE

Now bringing the taste of authentic soul food to downtown Orlando, Sister Soul Food has been crafting family recipes since 2005. Whether you're craving classic comfort food or looking to explore the rich flavors of African American cuisine, Sister Soul Food is your go-to spot. Located in the heart of Parramore at 436 S. Parramore Avenue, Suite B, they continue to serve up dishes with love and tradition.

BLUWAVE SUSHI & HANDROLL BAR OPENS LOCATION IN DOWNTOWN ORLANDO

BluWave Sushi & Handroll Bar offers a fresh, fun, and dynamic dining experience. Dedicated to serving the highest-quality ingredients, BluWave's menu caters to sushi enthusiasts and newcomers alike. From customizing your sushi to perfectly match your taste, to enjoying refreshing juices and smoothies, BluWave has something for everyone.

LIMITLESS JEWELERS - WHERE LUXURY KNOWS NO LIMITS

Limitless Jewelers, originally based in Kissimmee, has established its second location right here in downtown Orlando.

Owner John Fortmann, a longtime resident of downtown, recognized the area's tremendous potential. Bringing his expertise and passion, Fortmann is committed to offering exceptional service as he contributes to the area's exciting growth.

ALIEN TREATS LAND DOWNTOWN

At Alien Treats, a space-themed dessert shop, one can enjoy delicious, out-of-this-world milkshakes and freeze-dried candies. Originally launched in Georgia, Alien Treats has found a new home in downtown Orlando.



DTO ACTION PLAN





UNVEILING THE DTO ACTION PLAN

Last year, we shared the DTO Action Plan, an evolved version of Project DTO 2.0, which aims to make downtown Orlando an even more vibrant, welcoming place for everyone. This plan has three big ideas:

- Downtown is easy to get around
- Downtown is an iconic park
- Downtown is a neighborhood for everyone

Key highlights include:

- Converting Magnolia Avenue from a one-way to two-way street with wide sidewalks and pedestrian-friendly amenities that will attract more retail and restaurant options.
- Transforming Orange Avenue to a two-way street, slowing down pass through traffic, adding more curbside uses such as parking, pick-up and drop-off zones, outdoor dining areas and gathering spaces.
- Making Lake Lucerne, downtown's southern gateway, a signature park with jogging paths, a boardwalk, and playgrounds.
- Reestablishing Church Street as a gathering space and festival street for all kinds of events.

We will also look to transform downtown into an “iconic park,” highlighting the redesign of Lake Lucerne and the upcoming Canopy project, which will convert underutilized spaces into leisure destinations.



The third pillar of the plan focuses on creating a neighborhood for all. This includes the Westcourt project, which will bring residential units and a new entertainment venue to downtown, as well as the opening of new restaurants. The city is also working to increase housing options for all, including affordable housing and homeownership programs.

Learn more about each of the plans and actions that are transforming our downtown at projectdto.com or by scanning the QR code.



EXCITING MOBILITY ENHANCEMENTS AHEAD

Exciting changes are coming to downtown Orlando as part of our ongoing efforts to enhance mobility and boost local business activities. City Council approved a key initiative that will transform the downtown streetscape.

Church Street, near the SunRail station, will be repositioned as a festival street in phases, starting with the first improvements soon. This will create a vibrant space for events, drawing more visitors and energizing our local economy.

Guided by the DTO Action Plan, this project reflects our commitment to making downtown a thriving, connected community for residents, employees, and visitors alike.



PARRAMORE



WELCOME BACK, J. HENRY'S BARBER SHOP

The building that houses J. Henry's Barber Shop, located at 644 W. Church Street, received vital support through the façade program after experiencing a fire. The façade program, one of many incentive programs the CRA offers, is aimed at enhancing building appearances and supporting business owners in making improvements.

The CRA's dedication to breathing new life into vacant properties and enhancing architectural aesthetics have paved the way for J. Henry's return. This revitalization not only rejuvenates the building but also creates a vibrant atmosphere for local businesses to thrive.



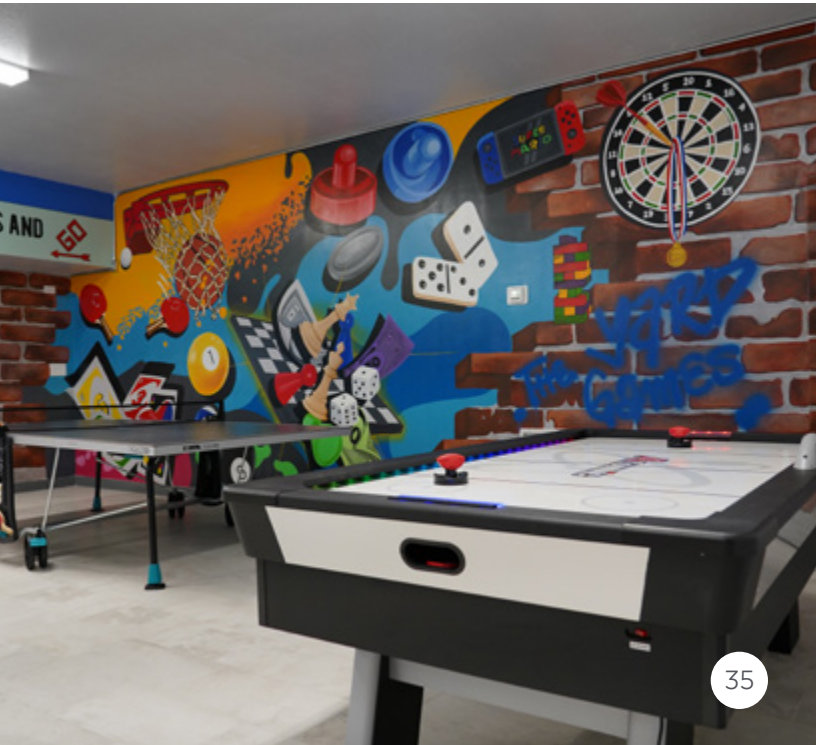
GRAND OPENING OF THE CITY OF ORLANDO'S DOWNTOWN RECREATION CENTER WITH EXPANDED SERVICES FOR YOUNG PARRAMORE RESIDENTS

Orlando Mayor Buddy Dyer joined Interim District 5 City Commissioner Shan Rose for a ribbon-cutting ceremony to celebrate the opening of the newly renovated Downtown Recreation Center within the downtown CRA. This upgraded facility is home to the city's first drop-in center to support young residents in Parramore, ages 14 through 19, and marks a significant milestone in the city's commitment to empowering young adults in the community.

The space offers enrichment programs including tutoring, mental health support, financial literacy, career guidance, culinary classes, along with two game rooms, a movie room, and a computer lab. The building has undergone an extensive renovation with improvements including:

- Refinished gym flooring
- Upgraded locker rooms, showers, and bathrooms
- A new roof and HVAC system
- New flooring and lighting

The recreation center holds special significance for local resident Sasha Mills, a former Parramore Kidz Zone (PKZ) student who has returned to the community and taken on a pivotal role at the Downtown Recreation Center, where she will continue her mission of helping youth and fostering an environment for growth and development. Growing up in Parramore, Sasha earned her bachelor's degree at the University of Central Florida's Downtown Campus and previously worked as a Student Advocate for elementary students in both Parramore and Holden Heights neighborhoods.





INTRODUCING WESTCOURT: DTO'S NEWEST EPIC ENTERTAINMENT HUB

The CRA approved tax increment funding for Westcourt, an 8.5 acre proposed mixed-use project in downtown Orlando. This ambitious development has long been on the city's radar, reflecting our commitment to the continuous revitalization of both downtown Orlando and the Parramore area.

This mixed-use project will feature a 261-room full-service Kimpton hotel with 16,000 sq. ft. of meeting space, a 3,500-capacity live events venue, and a 270-unit high-rise residential tower including 10 attainable housing units. The development will also offer up to 300,000 sq. ft. of Class A office space, housing the new Orlando Magic headquarters. Additionally, there will be 125,000 sq. ft. of retail space, with 1,000 sq. ft. dedicated to local small businesses on tenant-friendly leases. Other amenities include a festival plaza and an integrated 1,140-stall parking garage to enhance public parking options.

As we look forward to seeing this vision come to life, Westcourt promises to be a game-changer for downtown Orlando. From economic revitalization to diverse amenities and housing options, this development embodies our aspirations for a brighter, more inclusive future.

PARRAMORE OAKS EXPANDS

Parramore Oaks is a mixed-income housing community at the corner of Parramore Avenue and Conley Street, across from Z.L. Riley Park.

With the completion of the CRA incentivized Phase 2, the community now offers an additional 91 affordable housing units in the Parramore neighborhood. Each unit features Energy Star appliances and lighting fixtures, high-efficiency heating and cooling systems, and access to a community recycling program. Residents of Phase 2 also enjoy the existing amenities at Parramore Oaks, including a computer center, fitness room, children's activity room, community meeting room with a kitchen, and green spaces.

The Parramore Oaks project supports the City of Orlando's and the CRA's commitment to providing quality, safe, and affordable housing. It aligns with the recommendations of the Parramore Comprehensive Neighborhood Plan, ensuring continued investment in the community's future.

SPORTS

KIA CENTER

BEYOND
LEGENDARY

KIA
CENTER

MAGIC

WRESTLING

MAGIC

KIA
CENTER

MAKE IT MAGIC

Box Office

ticketmaster



ORLANDO ANNOUNCED AS THE BEST SPORTS CITY

The Sports Business Journal recognized Orlando as the “Best Sports Business City for Attracting and Hosting Events” in the entire United States.

The honor puts downtown Orlando at the top of an impressive list of great sport cities, ahead of Las Vegas, Los Angeles, Atlanta, and Indianapolis. The recognition is not a result of luck; rather, it is due to strong leadership, strategic investments, our business-friendly environment, and the support of our incredible community.

Our boundaries boast three world-class venues, Kia Center, Camping World Stadium, and Inter&Co Stadium. Our venues are home to four professional sports teams and brings thousands of people into DTO on any given day. We have the honor to host momentous sporting events, attracting visitors from across the nation that contribute to bolster our local economy.





ORLANDO WELCOMES THE NATION: A LOOK BACK AT THE U.S. OLYMPIC TEAM TRIALS MARATHON

History was made in downtown Orlando as the city hosted the U.S. Olympic Team Trials Marathon for the first time. Thousands of spectators, from local residents to visitors across the country, lined the streets to cheer on the nation's elite long-distance runners, all vying for a coveted spot in the 2024 Summer Olympics in Paris.

Orlando, known for its world-class sporting events and vibrant community spirit, became the first city in Florida to host the prestigious event. From the early morning hours, the energy in downtown was electric. Fans waved American flags, donned red, white, and blue, and created an atmosphere of excitement and support for the athletes competing at the highest level.

The marathon course showcased Orlando's dynamic downtown, with athletes weaving through scenic streets lined with cheering crowds. The event was more than just a race, it was a celebration of perseverance, dedication, and the unbreakable spirit of competition. With temperatures ideal for racing and a backdrop of Orlando's skyline, the trials provided an unforgettable experience for both runners and fans alike.

Hosting the U.S. Olympic Team Trials Marathon further solidified Orlando's reputation as a premier sports destination. The event brought together the community, local businesses, and visitors for a day of inspiration and unity. From volunteers ensuring a seamless experience to spectators cheering until the very last runner crossed the finish line, Orlando once again proved why it is the perfect stage for world-class events.

The city's first-ever hosting of the trials will be remembered as a landmark moment—one that showcased our ability to welcome the world and celebrate the best of American athleticism.

DTO KICKED OFF AN UNFORGETTABLE SUMMER OF SOCCER

Excitement swept through downtown Orlando the summer of 2024 as the city hosted an electrifying lineup of soccer events. From international friendlies to the prestigious Copa America matches, soccer fever took over the streets.

The action kicked off on June 12th with a historic showdown between the USA and Brazil at the iconic Camping World Stadium. This friendly match not only marked a long-awaited reunion between the two nations but also signaled the return of the US Men's National Team to Camping World Stadium after more than two decades, adding an extra layer of significance to the occasion.

But the excitement didn't stop there. On June 29th and July 1st, Inter&Co Stadium hosted intense CONMEBOL Copa America clashes between Canada and Chile, followed by Bolivia and Panama. These matches delivered edge-of-your-seat action as top teams battled it out for continental glory, showcasing world-class talent and passion for the beautiful game.

And just when it seemed like soccer couldn't get any bigger, on July 30th, downtown Orlando welcomed giants of European football as Barcelona faced off against Manchester City in the Florida Cup at Camping World Stadium. Witnessing these powerhouse teams in action was a once-in-a-lifetime experience, offering fans a chance to see footballing royalty grace the pitch right here in our own backyard. And for those who couldn't make it to these marquee matchups, soccer was still in full swing with our home teams, keeping the energy alive throughout the summer.

But it wasn't just about the matches. Fans explored vibrant neighborhoods, sampled culinary delights, and experienced the rich cultural tapestry of downtown Orlando while in town for these epic soccer showdowns.

NFL PRO BOWL GAMES RETURNED TO DTO

Orlando once again proved why it's a premier sports destination as more than 55,000 football fans packed Camping World Stadium for the NFL Pro Bowl Games on Sunday, February 4. The city came alive with excitement as the league's top athletes showcased their skills in a thrilling celebration of football.

The Pro Bowl Games brought fans closer to the action with a mix of traditional and skills-based competitions, creating an unforgettable experience for attendees. From jaw-dropping plays to interactive fan experiences, the event delivered entertainment both on and off the field.

Hosting the Pro Bowl Games reinforces Orlando's status as a go-to city for major sporting events. We were proud to welcome the NFL's best and to contribute to the vibrant sports culture that continues to thrive in our community.

With another successful Pro Bowl in the books, Orlando remains at the forefront of the sports world, ready to welcome even more high-profile events in the future.

BRINGING FOOTBALL FANS AND CANCER FIGHTERS TOGETHER

Downtown Orlando hosted the 2024 DNA Cure Bowl, bringing football fans and cancer fighters together for a game with a greater purpose. The highly anticipated matchup took place at Camping World Stadium and aired live on ESPN.

More than just a game, the Cure Bowl is an annual event dedicated to raising awareness and funds for cancer research. By uniting athletes, fans, and supporters, it continues to make a meaningful impact in the fight against cancer.





ORLANDO'S BOWL GAMES DRAW CROWDS

Orlando continued its legacy as a premier destination for college football in 2024, hosting two of the season's most anticipated matchups at Camping World Stadium. Fresh off an award-winning debut, the Pop-Tarts Bowl returned in a prime weekend slot on Saturday, December 28, thrilling fans with its "Crazy Good" sequel.

Meanwhile, the Cheez-It Citrus Bowl, a long-standing New Year's tradition, celebrated its 79th edition on December 31, featuring top teams from the Southeastern and Big Ten Conferences. Together, these marquee events drew over 80,000 attendees, reinforcing Orlando's status as a top-tier host for championship-caliber football.



DOWNTOWN TRANSPORTATION





CANOPY PARKING PILOT

As part of the new Canopy design, the CRA piloted a temporary pick-up/drop-off lot and parking concept in the Pine Street and Central Boulevard area. The pilot included the installation of temporary public parking spaces, available for both short-term parking and pick-up/drop-off services.

The goal of the pilot was to integrate flexible transportation options to create an easier and more enjoyable experience for people visiting downtown Orlando.

The pilot project is set to run for approximately 12 months, gathering data to inform long-term planning.



ENHANCING MOBILITY IN DOWNTOWN ORLANDO

Ride DTO transformed the way people move around downtown Orlando. Powered by Circuit Transit, Inc., and in partnership with the CRA, Ride DTO offers an on-demand transit service.

Riders can cruise through the vibrant streets of DTO in eco-friendly electric vehicles, getting picked up and dropped off exactly where they needed to be—for just \$1.00 per ride. As an added bonus, the first three rides are free with code RIDEDTO. Whether commuting to work or exploring the area, this service is designed to make travel more effortless and enjoyable.

Ride DTO operates daily from 8:00 a.m. to 8:00 p.m., providing twelve hours of seamless mobility. This initiative improves transportation options, supports local businesses, and makes DTO a more enjoyable place to live, work, and visit.





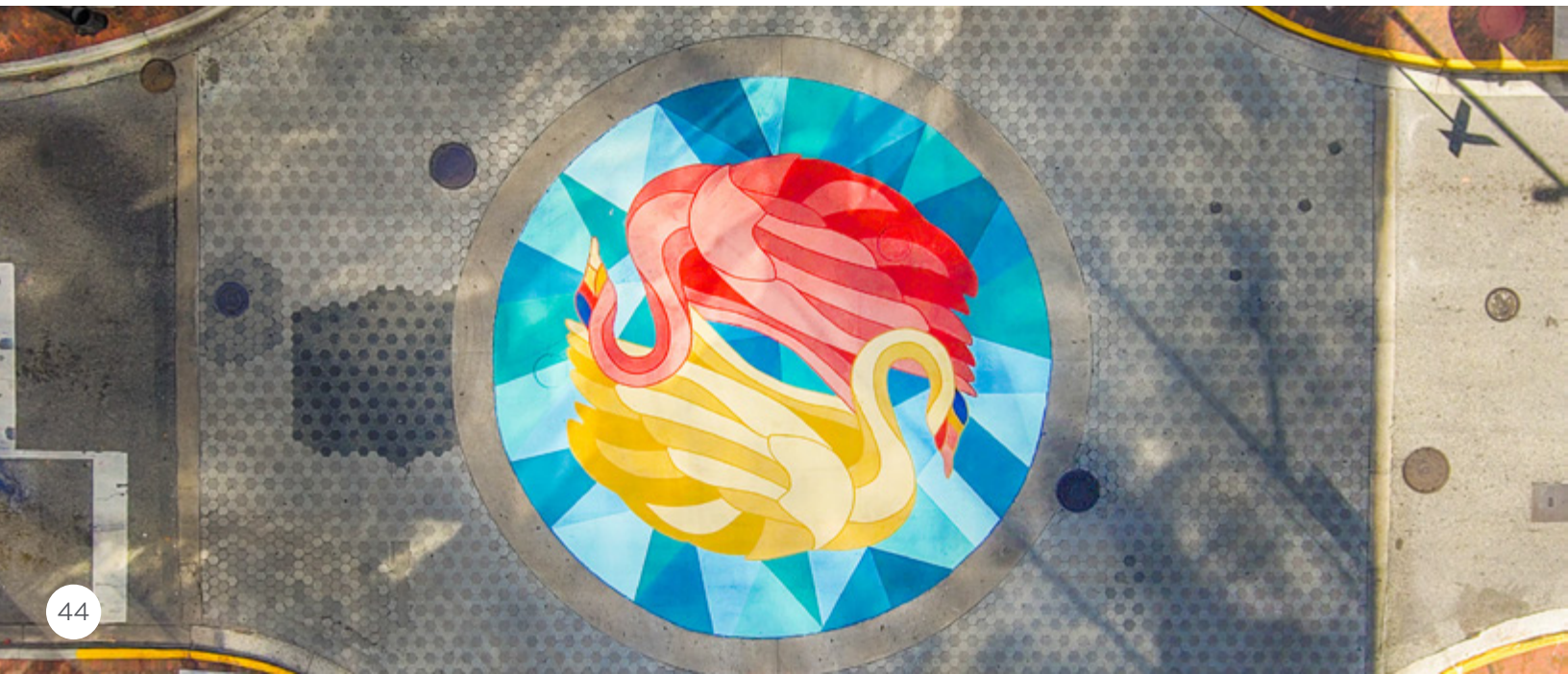
COLORING OUR STREETS FOR A SAFER DOWNTOWN

A talented local artist, SKIP, designed and painted the streets of downtown with murals at four intersections, including Orange Avenue and Church Street, Orange Avenue and Pine Street, Orange Avenue and Central Boulevard, and Orange Avenue and Washington Street.

We believe in the important roles art and culture play in cultivating a thriving urban environment. Art contributes to our quality of life, fosters a unique local identity, forges connections among our diverse population, preserves our rich history, and creates memorable experiences.

Justin “SKIP” Skipper is an Orlando-based artist who has been working professionally in the arts for more than 12 years. With roots in graphic design and illustration, he uses a wide number of artistic styles and mediums to bring his designs to life on both public walls and canvas.

These murals represent more than just a makeover; they honor our commitment to creating a safer and more vibrant downtown as outlined in the DTO Outlook and DTO Action Plan. The intersections were carefully chosen due to being in the city’s High Injury Network (HIN). The newly completed murals not only emphasize safety enhancements at vital points but also introduce an artistic dimension to our landscape.



MARKETING & COMMUNICATIONS





ELEVATING DTO WITH “FIND YOURSELF DOWNTOWN” CAMPAIGN

Throughout Spring, Summer, and Fall 2024, we continued the “Find Yourself Downtown” campaign, reinforcing downtown Orlando as a premier destination for visitors and locals alike. This strategic initiative was designed to maintain downtown’s visibility and appeal during peak travel seasons, ensuring it remained a top choice for dining, entertainment, and experiences.

With a strong digital presence and targeted outreach, the campaign generated over 21 million impressions, successfully driving awareness and engagement while showcasing the vibrant energy of downtown Orlando.

21 MILLION
IMPRESSIONS

DTOLIVE CAMPAIGN DRIVES BIG ENGAGEMENT

The DTOLive campaign made a big impact, with over 26.5 million impressions and 58,382 total actions in foot traffic. Presented by the City of Orlando’s DDB, United Arts of Central Florida, the Downtown Arts District, and Creative City Project, DTOLive brings 800+ free arts and cultural events through spring 2025.

26.5 MILLION
DTOLIVE IMPRESSIONS

DRIVING INVESTMENT IN DOWNTOWN ORLANDO

To attract business investment and promote economic incentives, we launched a targeted B2B advertising campaign focused on positioning downtown Orlando as a premier destination for businesses. The campaign began with a strategic public relations plan to ensure impactful messaging reached key audiences, including business owners, developers, and community stakeholders.

Digital advertising efforts generated over 1.3 million impressions, successfully driving awareness and engagement with downtown Orlando’s business opportunities.

DOWNTOWN FOR THE HOLIDAYS

In 2024, we launched a vibrant new Downtown for the Holidays campaign, bringing fresh branding, festive activations, and enhanced experiences to downtown Orlando. From enchanting light displays to community events, the campaign celebrated the season while driving increased visitation and engagement throughout DTO.

EXPANDING REACH THROUGH STRATEGIC MEDIA PARTNERSHIPS

In partnership with Visit Orlando, we supported a press trip for Mélodie Lamoreux, Director of Strategy and Lifestyle for NumériQ/Québecor, a leading Quebec-based media company. Mélodie's portfolio includes influential outlets such as Silo57, Coup de Pouce, and Journal de Montréal.

During her visit, Mélodie explored downtown Orlando, with a particular interest in its culinary scene, providing an opportunity to showcase the city's vibrant dining experiences to a highly engaged Canadian audience. This collaboration strengthened our international media presence and reinforced downtown Orlando as a must-visit destination.

SHOWCASING DOWNTOWN ORLANDO'S VIBRANT ARTS & CULTURE

As part of ongoing efforts to highlight downtown Orlando's rich arts and culture scene, Visit Orlando team members participated in a pilot Cultural Tourism Downtown Art Tour, hosted by United Arts of Central Florida in partnership with Wandering Palm Food Tours.

The tour featured key cultural sites, including Sculptures on the Lawn, Snap! Orlando, Lake Eola Park, the Orange County Regional History Center, and CityArts, with a stop at The Greenery Creamery. The experience was also shared with global leisure media and creative agencies through engaging social media content, further positioning downtown Orlando as a dynamic arts destination.

INFLUENCER PARTNERSHIPS

The DDB continued to partner with influencers to increase visibility and reach. Influencers visited local restaurants, helped to promote Park DTO, DTOLive, and shared their experiences in our expanded events including Eolaween and Downtown for the Holidays.

AWARD-WINNING PROJECTS

In recognition of our commitment to creating engaging and inclusive spaces, we were honored with the **Florida Redevelopment Association Award for Creative Project Funding and Redevelopment Partnerships - Large City.**

In 2023, we transformed underutilized spaces into vibrant community assets as part of An Ode to Third Places. 30 S. Orange Avenue became an art gallery plaza featuring a global mural



campaign in partnership with Visit Orlando, while 1 N. Rosalind Avenue evolved into a striking gateway to Lake Eola Park, showcasing the Achromatic Aria Fresco in celebration of Orlando's diversity.

At the **Golden Brick Awards**, hosted by the Downtown Orlando Partnership, people, projects, and initiatives that helped shaping downtown's future were celebrated. Held at the Dr. Phillips Center to a sold-out audience, the event honored excellence in urban development and community impact.

We are proud to share that we received two prestigious awards:

- An Ode to Third Places Mural – Public Works and Placemaking
- Downtown for the Holidays – Community

These recognitions highlight our ongoing commitment to creating vibrant, engaging spaces for all.

Additionally, the Downtown Development Board also won the following awards:

- Orlando Weekly's Best of Orlando 2024 Art + Entertainment Staff Pick Best of Big Birds: DTOLive Installation "Big City Birds"
- International Downtown Association Best Practice - ParkDTO: Making it Even Easier to Park Downtown

DTO TAKES ON ICSC

ICSC is a global organization founded in 1957. With over 70,000 members spanning more than 100 countries, ICSC is a diverse community that includes shopping center owners, developers, marketers, investors, retailers, and academics, all united by a shared mission: to champion marketplaces and spaces as vital components of thriving communities and economies.

While at the Las Vegas show and Florida show, we shared about DTO's \$2 billion in total development investment and development opportunities to retailers. Bringing together industry trailblazers and innovators, these events are a hub of deal-making and transformative insights within the marketplace sector.

For downtown Orlando, attending ICSC is vital to showcase our commitment to fostering commerce and community development. It allows us to connect with a global network of professionals, bridge the gap between global commerce and local communities, and contribute to the growth of our cultural downtown Orlando hub.



DISCOVER DOWNTOWN DOWNTOWN ORLANDO INFO CENTER



Throughout the year, the team at Discover Downtown participated in multiple community events.

- Orlando Farmers Market
- Paws in the Park
- Spring Fiesta
- Employee Appreciation Week
- State of Downtown
- Come Out With Pride
- Eolaween
- Fall Fiesta
- Downtown for the Holidays

NETFLIX'S SOMEBODY FEEDS PHIL FEATURES LOCAL BLACK BEE HONEY

Somebody Feeds Phil on Netflix spotlighted local Black Bee Honey, a student-run entrepreneurship program. Phil Rosenthal visited the Black Bee Honey team, learning about the process of harvesting, packaging, and selling honey.

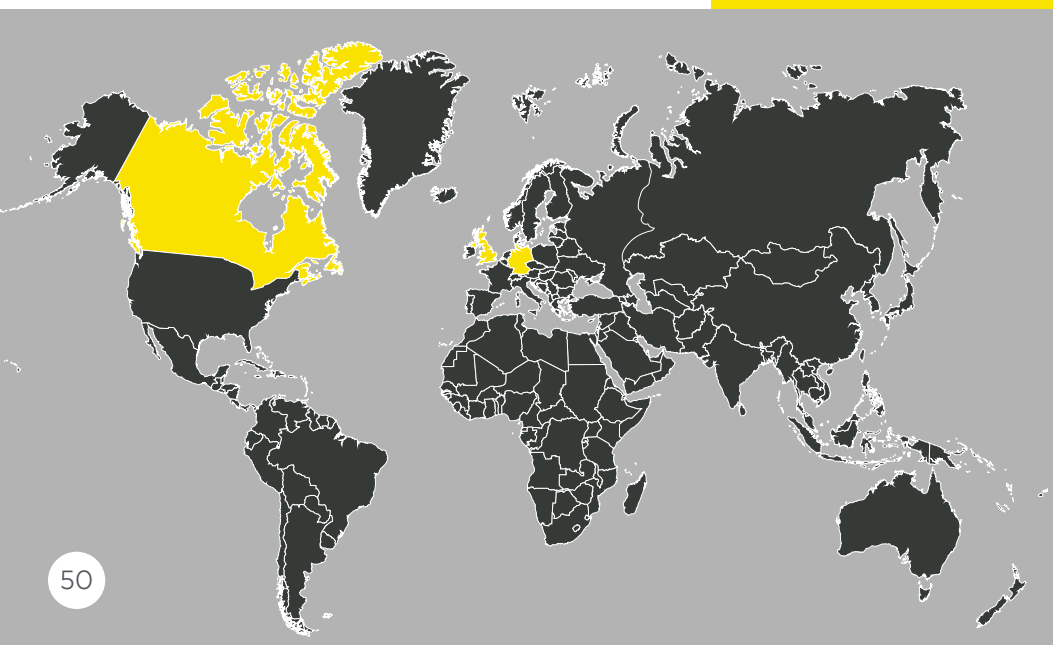
In collaboration with Visit Orlando, the show highlighted the treasured local honey, boosting both awareness and demand. This exposure led to a significant surge in honey sales at Discover Downtown. Over 300 honey items were sold, including honeycombs and bottled honey.

Sales underscored the impact of this partnership on the local economy and the visibility of Parramore's Black Bee Honey.

2024 RETAIL AT A GLANCE

2024 VISITATION STATS

5,193 TOTAL VISITORS	1,572 INTERNATIONAL VISITORS	3,621 DOMESTIC VISITORS
\$216.82 AVERAGE DAILY SALES	1,881 CUSTOMERS SERVED	FRIDAY BEST DAY OF THE WEEK
228 NEW CUSTOMERS	1,653 RETURN CUSTOMERS	
407 TEE TOP SELLING TEE SHIRT	BLACK BEE HONEY TOP SELLING CATEGORY	



TOP 5 INTERNATIONAL COUNTRY VISITORS

- Canada
- Germany
- United Kingdom
- France
- Spain

EVENTS





Downtown Orlando thrives on vibrant events that bring our community together, celebrate diverse cultures, and create unforgettable experiences. Through sponsorships, we proudly supported a variety of events that enriched the downtown experience, fostered connections, and showcased the energy of our city.

DOWNTOWN EMPLOYEE APPRECIATION WEEK

The DDB proudly sponsored the inaugural Downtown Employee Appreciation Week, hosted by the Downtown Orlando Partnership. This weeklong celebration recognized and rewarded downtown Orlando's workforce with complimentary treats, giveaways, and exclusive employee perks. Each day featured different activations, including complimentary breakfasts, lunches, and beverages, as well as engaging activities such as office challenges and live entertainment. The initiative, made possible by DDB and its community partners, underscored the city's commitment to fostering a vibrant and engaging workplace environment in downtown Orlando.



LET'S TACO-BOUT TACO WEEK

From the traditionally tasty to culinary creative specialties - Orlando Taco Week returned with select restaurants participating in DTO! There were taco specials in local, restaurants, eateries, taco joints, and taquerias to celebrate Orlando's favorite dish.

PAWS IN THE PARK

The Pet Alliance of Greater Orlando hosted Paws in the Park, the city's largest pet festival, at Lake Eola Park. This annual event brought the community together in support of pet adoption and animal welfare. With thousands in attendance, the festival helps raise awareness and funds to assist the Pet Alliance in rescuing and caring for over 5,200 dogs and cats each year. The DDB was proud to support this event, reinforcing its commitment to fostering a pet-friendly and engaged downtown community.

FIGHT FOR AIR CLIMB ORLANDO

The Fight for Air Climb Orlando returned to the City National Bank Tower, challenging participants to ascend 512 stairs to the 25th floor. This high-energy event brought the community together for a morning of fitness, camaraderie, and support for lung health initiatives. The DDB was proud to support this annual climb, reinforcing its commitment to promoting wellness and community engagement in downtown Orlando.

SPOKEN WORD WORKSHOPS

The DDB sponsored Spoken Word, a creative workshop series led by Orlando's Poet Laureate, Shawn Welcome. Held in select schools,



these workshops provided students with a platform to explore self-expression through poetry, using their voices to respond to social issues in meaningful ways. With a focus on creativity and community engagement, this initiative amplified young voices and fostered artistic expression in downtown Orlando.

EARTH DAY WORK DAY

The City of Orlando hosted Earth Day Work Day at City Hall Plaza, bringing together downtown workers, residents, and community members to celebrate sustainability. Attendees enjoyed lunch outdoors while learning about environmental stewardship and sustainable practices. The DDB was proud to support this initiative, reinforcing its commitment to a greener and more sustainable downtown Orlando.

SMALL BUSINESS FIESTA

The DDB hosted Small Business Fiesta at Taco Kat in celebration of Small Business Week. The event brought together nearly 50 attendees, including Mayor Buddy Dyer, Commissioner Patty Sheehan, the Downtown Orlando Partnership, Orlando Main Streets, and local business owners. This gathering provided an opportunity to recognize and support the entrepreneurs who contribute to downtown Orlando’s vibrant economy while fostering connections within the business community.

FLORIDA PUERTO RICAN PARADE & FESTIVAL

Downtown Orlando came alive for the annual Florida Puerto Rican Parade & Festival, celebrating Puerto Rican culture and heritage. Orange Avenue was filled with vibrant music, lively entertainment, and energetic crowds dancing in the streets. Attendees enjoyed delicious traditional cuisine from local vendors and explored artwork from talented artists. The event highlighted the rich traditions of the Puerto Rican community while bringing residents and visitors together for a day of culture and celebration.

DTO JAZZ FEST

The DTO Jazz Fest brought smooth melodies and lively performances to the Lake Eola Amphitheater. Attendees enjoyed an afternoon of live music from talented local artists, complemented by a variety of food vendors. This vibrant event celebrated Orlando’s jazz scene while creating an unforgettable experience for music lovers in the heart of downtown.

CINCO DE MAYO CELEBRATION

Casa de Mexico hosted a festive Cinco de Mayo celebration outside City Hall, bringing the community together for an evening of cultural entertainment. The event featured lively mariachi performances, traditional folkloric dances, and authentic Mexican cuisine, creating



a vibrant atmosphere that honored Mexican heritage in downtown Orlando.

10TH ANNUAL KENTUCKY DERBY SOIRÉE

The 10th Annual Kentucky Derby Soirée at the Dr. Phillips Center for the Performing Arts was a night of elegance and celebration. Guests dressed in their Derby best and enjoyed live music, exquisite hors d'oeuvres, and a lively atmosphere. This annual event brought the community together for an evening of tradition, style, and excitement.

ORLANDO KITE FESTIVAL

The Orlando Kite Festival brought families together for a day of creativity and fun. Attendees of all ages enjoyed kite decorating, kite building, live music, and a variety of food vendors. This family-friendly event celebrated the art, culture, and science of kite flying, creating a vibrant and engaging experience in downtown Orlando.

SIMPLYIOA CORPORATE 5K

The SimplyIOA Corporate 5K brought together businesses and non-profit organizations for an evening of camaraderie, team spirit, and friendly competition. Held exclusively for Florida's corporate community, the event encouraged organizations to form teams, promoting wellness and workplace bonding. Participants celebrated with co-workers in a high-energy atmosphere, reinforcing the strong sense of community within downtown Orlando.

ORLANDO INTERNATIONAL FILM FESTIVAL

The Orlando International Film Festival transformed downtown Orlando into a hub for filmmakers, industry professionals, and film enthusiasts. Over five days at the UCF Downtown Campus, attendees had the opportunity to engage with producers, agents, and behind-the-scenes experts. The festival featured workshops, exhibits, and interviews, offering an immersive experience for film fans while showcasing Orlando as a growing destination for the arts and entertainment industry.

33RD ANNUAL ORLANDO INTERNATIONAL FRINGE THEATRE FESTIVAL

The 33rd Annual Orlando International Fringe Theatre Festival continued its legacy as the longest-running Fringe festival in the United States. Committed to being unjuried, uncensored, and accessible, the festival provided a platform for diverse artistic expression while ensuring 100% of ticket sales were returned to the artists. This multi-day celebration of creativity reinforced Orlando's reputation as a vibrant arts and culture destination, attracting performers and audiences from around the world.





INTO THE WOODS

The CFCArts Youth Theatre Troupe brought James Lapine and Stephen Sondheim's beloved *Into the Woods* to life, weaving together classic fairytale characters in a captivating and imaginative production. Featuring the Tony Award-winning book and score, the performance showcased the talent of young local actors while engaging audiences with its timeless story and unexpected twists. This production highlighted the thriving performing arts scene in Orlando and the importance of youth involvement in the arts.

ORLANDO CARNIVAL DOWNTOWN

For over 30 years, Orlando Carnival Downtown has celebrated the vibrancy of Caribbean culture through music, dance, and tradition. This annual festival filled downtown Orlando with dazzling pageantry, lively parties, and a showcase of art, food, and performances representing Trinidad & Tobago, Jamaica, Guyana, Barbados, and other Caribbean nations. The event provided an immersive cultural experience, highlighting the rich diversity that makes Orlando a dynamic and inclusive community.

HOORAY FOR HOLLYWOOD!

The nation's largest community choir delivered a spectacular tribute to Hollywood's greatest films and television shows with *Hooray for Hollywood!* Featuring nearly 300 voices, a 50-piece symphony orchestra, soloists, actors, and dancers, the production captivated audiences with iconic music and dazzling performances. Guests dressed in their red carpet best for this unforgettable journey through cinematic history, celebrating the magic of film and music in grand style.

IV LATIN AMERICAN FESTIVAL OF PERFORMING ARTS

The Fourth Edition of the Latin American Performing Arts Festival, presented by Open Scene, brought a dynamic blend of culture and creativity to downtown Orlando. The festival featured an exciting array of free workshops, online plays, and in-person performances, with participants and artists connecting from cities like Barcelona, Buenos Aires, Miami, Washington D.C., and New York. The event highlighted the rich diversity and talent of Latin American artists, offering audiences a unique opportunity to experience a global range of performances and activities.

DOP'S CHOW ON CHURCH

DOP's *Chow on Church* event offered an unforgettable experience where gastronomy met community at Inter&Co Stadium. Attendees enjoyed food tastings, business networking, and the chance to meet Orlando Pride players. Admission included two complimentary tickets for an upcoming Pride match. The event was a huge success,





drawing hundreds of attendees who came together to celebrate local restaurants and support Parramore's New Image Youth Center, showcasing the power of community engagement and support for local initiatives.

4TH ANNUAL KID\$ BI\$ CHILDREN'S BUSINESS FAIR

The 4th Annual Kid\$ Bi\$ Children's Business Fair, held at Lake Eola Park, showcased the entrepreneurial spirit of young minds. With 100 exciting booths, children had the opportunity to create their own brands, craft unique products and services, and design personalized marketing plans. The event empowered the next generation of entrepreneurs, providing them with hands-on experience in business, creativity, and innovation. It was a vibrant celebration of youth entrepreneurship and community engagement.

BEST DAMN RACE

The Best Damn Race provided an exciting and inclusive challenge for both experienced and aspiring runners. Participants had the option to compete in a 5K, 10K, or half marathon, catering to all levels of experience. The event fostered a spirit of community and camaraderie, while supporting meaningful causes. All proceeds from the race benefitted local charities, including Special Olympics Florida, ACF Armed Forces Leadership Society, Lead Scholars Academy, and more. This event not only promoted health and fitness but also made a positive impact on various community initiatives.

EVENING ON BROADWAY

The 21st Annual Evening on Broadway, hosted by the Bleeding Disorders Foundation of Florida, offered an unforgettable night of glitz and glamour. Guests enjoyed a private reception, reserved orchestra seating, and participated in a silent auction and raffle. The highlight of the evening was a performance of Moulin Rouge. The Musical, a Tony Award-winning production, was staged at the Dr. Phillips Center for the Performing Arts. This elegant event not only showcased incredible talent but also supported the Bleeding Disorders Foundation's work in the community.

IT'S JUST YOGA HEALTH & FITNESS FESTIVAL

The It's Just Yoga Health & Fitness Festival offered a serene and rejuvenating experience in downtown Orlando. This donation-based event allowed attendees to unwind, perfect their poses, and connect with nature and fellow yogis. Activities included sound bowl healings, chakra balancing, and gentle flow yoga. Guests also had the opportunity to enjoy food and merchandise from local vendors while participating in group yoga sessions at Lake Eola Park. This event fostered a sense of community, wellness, and relaxation for all who attended.



WALK FOR WISHES

The Walk for Wishes event took place at Lake Eola Park, bringing together the Orlando community for an inspiring and heartwarming event. This nationwide fundraiser, hosted by Make-A-Wish, supports the organization's mission of granting life-changing wishes for children with critical illnesses.

The event was family-friendly and created a space where wish families, volunteers, companies, donors, and friends could come together to celebrate the power of wishes and support children in need. Participants walked to raise funds and awareness, knowing that each step helped make a difference in the lives of children facing serious health challenges.

The success of the Walk for Wishes in downtown Orlando is a testament to the community's dedication to supporting this life-changing cause, ensuring that children and their families experience hope, strength, and joy.

UCF CELEBRATES THE ARTS - 10TH ANNIVERSARY

UCF Celebrates the Arts marked its 10th anniversary with an immersive cultural showcase blending creativity, innovation, and community engagement. Held at the Dr. Phillips Center for the Performing Arts, this beloved Central Florida tradition featured dynamic events over 12 days, highlighting the region's vibrant arts scene.

LUMINARY MARKET AND KALEIDOSCOPE 360° OUTDOOR CINEMA SERIES

Launched in 2024, Luminary Market and KaleidoScope 360° have brought new energy to Luminary Green Park on the first Wednesday of each month. The Luminary Market features 20-25 unique vendors, offering local favorites and curated goods that support the Creative Village community of residents, students, and workers.

KaleidoScope 360° enhances the evening with a free, family-friendly outdoor movie series, showcasing stunning LED visuals and immersive sound. Presented by the DDB and Orlando Health Orlando Regional Medical Center, this event has become a beloved monthly tradition.

Both events are free and open to the public, creating opportunities to shop, connect, and experience cinema under the stars.

COME OUT WITH PRIDE ORLANDO

In 2024, Come Out With Pride Orlando celebrated its 20th anniversary at Lake Eola Park, marking two decades of inclusivity,



love, and joy. This vibrant, family-friendly event featured a colorful parade and over 250 vendors, bringing together thousands to celebrate Orlando's diverse community and unwavering spirit of unity.

STATE OF DOWNTOWN

Orlando Mayor Buddy Dyer delivered his annual State of Downtown address at the Kia Center, highlighting the transformative DTO Action Plan—a collaborative roadmap for a vibrant, accessible, and inclusive downtown Orlando.

Key initiatives include modernizing transit infrastructure with expanded bike lanes, pedestrian-friendly streets, and the eco-friendly Ride DTO on-demand service. Magnolia Avenue and Orange Avenue will be revitalized to enhance connectivity, outdoor dining, and social hubs, while The Canopy, an urban oasis under I-4, will create a unique leisure destination.

The vision also emphasizes downtown as an iconic urban park with redevelopments like Lake Lucerne's new jogging paths, dog parks, and floating flower arrangements. Church Street will transform into a festival street and Lake Eola Park's expansion will add modern amenities and green spaces.

To foster inclusivity, the Westcourt development will feature residential units, a hotel, and a Live Nation-operated venue. Downtown's culinary scene continues to grow with new restaurants, supported by over \$1.4 million in business incentives. Affordable housing initiatives and Accelerate Orlando's efforts to reduce homelessness underscore the city's commitment to be a downtown for everyone.



EOLAWEEN AT LAKE EOLA PARK

Lively dog costume contest, DJ entertainment, games, and craft stations, culminating in an outdoor screening of Hocus Pocus





DOWNTOWN FOR THE HOLIDAYS

December was filled with festive cheer as downtown Orlando became a holiday wonderland, offering a wide range of free events for everyone to enjoy. Over 1.6 million people visited the area throughout the month, experiencing everything from immersive light displays to sensory-friendly activities.

Local vendors added to the holiday magic, offering unique products where shoppers could browse a variety of items, including soaps, candles, jewelry, and much more.

From immersive strolls and local vendors to the sensory-friendly experiences, downtown Orlando truly shone this holiday season.



DOWNTOWN CLEAN TEAM



IN LAKE EOLA PARK:
SKATEBOARDS,
ROLLERBLADES, BIKES,
SCOOTERS AND MOTORIZED
VEHICLES/DEVICES
ARE NOT ALLOWED

CITY OF ORLANDO

The Downtown Clean Team was established to provide efficient and cost-effective maintenance of public right-of-ways within the CRA area. Initially focused on cleanliness and landscaping, the team's responsibilities quickly expanded to meet growing needs. Today, their scope includes pressure washing, painting, graffiti removal, streetscape maintenance, banner installation and removal, and supporting CRA projects.

The Downtown Clean Team plays a vital role in enhancing the appearance and functionality of downtown's public spaces, contributing to a more enjoyable experience for businesses, residents, and visitors alike.



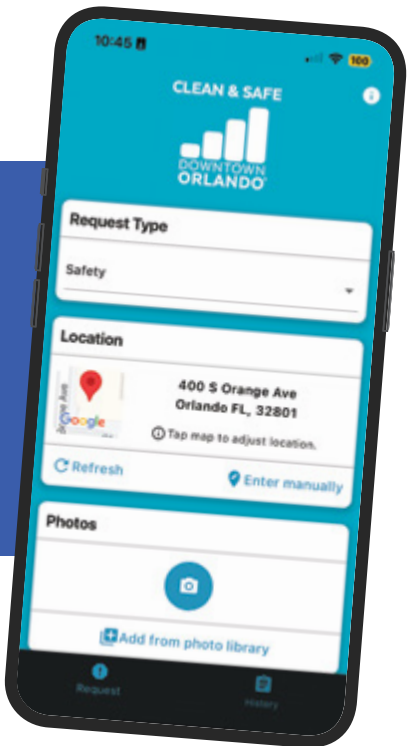


CLEAN TEAM YEAR 2024 IN REVIEW

- Added new landscaped areas including the right of way on Jackson Street and Marks Street; revamped the landscape design on Rosalind Avenue in front of the Administration Garage, Washington Street in Thornton Park, Livingston Street Island Medians, and the Amelia Street Island Medians.
- Planted 115 new trees downtown. This includes filling empty tree wells, removing damaged trees, and the replacement of trees damaged during the hurricanes.
- Assisted with various DDB/CRA projects including Prismatic; the Intersection Mural Project along Orange Avenue; and assisted with the upgrades at Lake Lucerne Park.
- Increased pressure washing along Orange Avenue and the Central Business District. Also, increased cleaning under the I-4 overpasses.
- Worked in collaboration with staff to identify sites for larger trash cans to replace older trash cans and cover gaps of coverage. This resulted in 56 new trash cans being installed downtown.
- Updated landscaping in planter pots throughout the CRA to ensure presentation standards were met.
- Conducted pre-inspections of right of ways for the Olympic Marathon Trials route. On race day, the team ensured the route was clean for guests and media.
- The Clean Team prepared downtown for two impending tropical systems by removing banners, and securing loose items, assessing damage, and removing debris.

CLEAN AND SAFE APP LAUNCHES

This app enables residents to easily report non-emergency maintenance and public safety concerns, such as overflowing trash cans or graffiti, by providing a description, location, and photo.



DOWNTOWN DEVELOPMENT BOARD

FINANCIAL STATEMENT 2023-2024*

	2023-2024
Assets	
Cash/Cash Equivalents	\$3,147,298
Inventory	\$56,514
Other Assets	\$81,410
Capital Assets	
Land and non-depreciable assets	\$18,000
Equipment and other depreciable assets	-
Total Assets	\$3,303,222
Liabilities (Short Term)	
Other Liabilities	\$586,917
Liabilities (Long Term)	
Liability for Accumulated Employee Leave	-
Net Pension Liability	-
Net OPEB Liability	-
Existing Bonds	-
Internal Loan	-
Total Liabilities	\$586,917
Revenues	
Real Property Taxes	\$4,617,780
Interest	\$227,235
Other Revenue	\$244,029
Contribution from Other Funds	-
Total Revenues	\$5,089,045
Expenditures	
Salaries, Wages, Benefits	\$861,263
Supplies	\$118,772
Professional Services and Agreements	\$1,510,007
Utilities	\$1,294
TIF Payment	\$414,859
Travel and Training	-
Fleet Facilities Management / General Liability	\$61,658
Capital Outlay	-
City Services Agreement	\$192,355
Events and Sponsorship	\$782,258
Depreciation	\$11,318
Transfer to Other Funds	\$220,182
Total Expenditures	\$4,173,965
Change in Net Position	\$915,079
From Annual Comprehensive Financial Report (ACFR)	\$915,079
*Unaudited	\$0

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2023-2024 DOWNTOWN DISTRICT*

	2023-2024
Cash/Cash Equivalents	
Cash/Cash Equivalents (Restricted)	\$104,912,812
Investments (Restricted)	\$4,343,354
Accounts Receivable	\$11,496,531
Capital Assets	\$162,806
Capital Assets	
Land and non-depreciable assets	\$8,139,524
Equipment and other depreciable assets	\$4,237,710
Total Assets	\$133,292,737
Liabilities (Short Term)	
Other Liabilities	\$1,893,932
Accrued Interest Payable	
Liabilities (Long Term)	
Existing Bonds	\$107,673,000
Internal Loans	\$14,945,906
Total Liabilities	\$124,512,838
Revenues	
Tax Increment Contribution	\$52,194,461
U.S. Treasury Bond Reimbursement	-
Other Revenue / Sale of Land	\$824,108
Interest	\$7,483,940
Contribution from Other Funds	\$39,580,276
Total Revenues	\$100,082,786
Expenditures	
Salaries and Benefits	\$6,116,038
Supplies	\$442,867
Professional Services and Agreements	\$9,684,973
Utilities	\$138,735
Travel and Training	\$21,355
Fleet Facilities Management / General Liability	\$417,155
Capital Outlay	\$5,358,694
City Services Agreement	\$1,059,967
Other Operating / Land Acquisition	\$375,243
Community Organizations	\$146,632
Business Incentives and Recaptures	\$667,058
Debt Service Transfers	\$10,236,133
Transfer to DDB	-
Transfer to Other Funds	\$5,996,440
Total Expenditures	\$40,661,291
**Change in Fund Balance	\$59,421,494
From Annual Comprehensive Financial Report (ACFR)	\$19,841,219
*Unaudited (\$1 difference due to rounding on ACFR)	\$39,580,275
** Being allocated to specific projects in FY2023/2024.	

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, 2023, the taxable assessed valuation of the Original Downtown District was \$2,799,378,016 and \$1,427,437,991 for the Downtown District Expansion Area.

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2023-2024 REPUBLIC DRIVE DISTRICT*

	2023-2024
Assets	
Cash/Cash Equivalents	\$862,504
Cash/Cash Equivalents (Restricted)	\$1,284,479
Investments (Restricted)	\$3,101,384
Capital Assets	
Land and non-depreciable assets	-
Equipment and other depreciable assets	-
Total Assets	\$5,248,367
Liabilities (Short Term)	
Other Liabilities	-
Accrued Interest Payable	-
Liabilities (Long Term)	
Existing Bonds	\$3,746,620
Internal Loan	-
Total Liabilities	\$3,746,620
Revenues	
Tax Increment Contribution - Orlando	\$13,425,378
Tax Increment Contribution - Orange County	\$8,953,011
Transfer from Debt Fund	
Interest	\$160,633
Total Revenues	\$22,539,022
Expenditures	
Surplus - Orlando	\$10,834,910
Surplus - Orange County	\$7,526,036
Debt Service Transfers	\$3,875,742
Total Expenditures	\$22,236,689
**Change in Fund Balance	\$302,334
From Annual Comprehensive Financial Report (ACFR)	\$302,334
*Unaudited	\$(0)
** Being allocated to specific projects in FY2023/2024.	

The taxable assessed valuation of real property for the Original Republic Drive District as of January 1, 1995 was \$324,462,440. As of January 1, 2023, the taxable assessed valuation of the Original Republic Drive District was \$1,997,869,381.

COMMUNITY REDEVELOPMENT AGENCY FINANCIAL STATEMENT 2023-2024 CONROY ROAD DISTRICT*

	2023-2024
Assets	
Cash/Cash Equivalents	\$226,851
Cash/Cash Equivalents (Restricted)	\$299,828
Investments (Restricted)	\$1,961,555
Other Assets	-
Capital Assets	
Land and non-depreciable assets	-
Equipment and other depreciable assets	-
Total Assets	\$2,488,234
Liabilities (Short Term)	
Other Liabilities	-
Accrued Interest Payable	-
Liabilities (Long Term)	
Existing Bonds	\$3,620,000
Internal Loan	-
Total Liabilities	\$3,620,000
Revenues	
Tax Increment Contribution - Orlando	\$6,797,743
Tax Increment Contribution - Orange County	\$4,533,226
Transfer from Debt Fund	
Interest	\$80,139
Total Revenues	\$11,411,108
Expenditures	
Other Expenditures	-
Surplus - Orlando	\$5,508,850
Surplus - Orange County	\$3,825,392
Debt Service Transfers	\$1,947,000
Total Expenditures	\$11,281,242
**Change in Fund Balance	\$129,865
From Annual Comprehensive Financial Report	\$129,866
*Unaudited (\$1 difference due to rounding on ACFR)	\$(1)
** Being allocated to specific projects in FY2023/2024.	

The taxable assessed valuation of real property for the Original Conroy Road District as of January 1, 1993 was \$6,502,165. As of January 1, 2023, the taxable assessed valuation of the Original Conroy Road District was \$857,268,211.

BOARD & STAFF

CRA BOARD MEMBERS



Buddy Dyer
Mayor
& Chairman



Jim Gray
District 1
Commissioner



Tony Ortiz
District 2
Commissioner



Robert F. Stuart
District 3
Commissioner



Patty Sheehan
District 4
Commissioner



Shan Rose
District 5
Commissioner



Bakari F. Burns
District 6
Commissioner

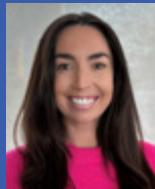
DDB/CRA ADVISORY BOARD MEMBERS



Dr. Eugene Jones
Chairman
(Elected Chair in
July 2024)



Kimberly Stewart
Vice Chairman
(Elected Vice Chair
in July 2024)



Rachel Moalli



Steve Garrity



Doug Taylor



Orange County
Commissioner,
Emily Bonilla



Monica McCown
Former Chair, term
ended July 2024)

CRA AND DDB STAFF

Sherry Gutch
Director of Placemaking

David Barilla
Executive Director

Justin Eason
Assistant Director

Mary-Stewart Dorege
Project Manager

Jeremiah Caret
Project Manager

Samantha Levine
Housing and Homelessness Initiatives
Manager

Kelly Allen
Marketing and Communications
Manager

Alejandra Caceres
Interactive Media Coordinator

Chelsey Parrish
Event Coordinator

Hareton Tejada
CRA Operations Manager

Michael Whiteman
Economic Development Coordinator

Charles Zollars
Economic Development Coordinator

Christel Brooks
Fiscal Coordinator

Felix Roman
Board Secretary

Liz Nigro
Senior Administrative Assistant

Rose Garlick
Discover Downtown Manager

Joshua Glener
Discover Downtown Supervisor

Gerhard van der Snel
Downtown Facility Supervisor

The Downtown Clean Team

