

A meeting of the Downtown Development Board was held on Wednesday, May 22, 2024 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Monica McCown called the meeting to order at 3:00 p.m. noting a quorum was present.

MEMBERS PRESENT: Monica McCown, Chair
Eugene Jones, Vice Chair
Kimberly Stewart
Rachel Moalli

MEMBER ABSENT: Steve Garrity

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVE PRESENT:
Doug Taylor

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVE ABSENT:
Commissioner Emily Bonilla

STAFF PRESENT: David Barilla, Executive Director
Mercedes Blanca, Assistant Director
Stacey Adams, Assistant City Attorney
Felix Roman, Board Secretary
Liz Nigrò, Senior Administrative Assistant
Kelly Allen, Marketing and Communications Manager
Kelley Castellanos, Marketing and Communications Coordinator
Etajha Mourier, Interactive Media Coordinator
Michael Whiteman, Economic Development Coordinator III
Charles Zollars, Economic Development Coordinator
Christina Hyson, Project Manager
Mary-Stewart Droege, Project Manager
Christel Brooks, Fiscal Coordinator
Samantha Levine, Housing and Homelessness Initiatives Manager
Rose Garlick, Discover Downtown Manager
Justin Eason, Nighttime Economy Manager
Gerhard van der Snel, Facilities Supervisor
Eric Ushkowitz, Business Development Division Manager
Chelsey Parrish, Special Events Coordinator

Approval of Minutes:

- a. A motion was made by Eugene Jones and seconded by Kimberly Stewart to approve the April 24, 2024 Downtown Development Board meeting minutes. The motion carried unanimously.

Presentations

Executive Director's Report – David Barilla, Executive Director

David Barilla, Executive Director, presented a PowerPoint informing the Board of various updates regarding downtown businesses, nighttime economy, and recent and future events such as:

- Earth Day Work Day hosted at City Hall Plaza on April 26, 2024
- United Arts Program Soft Launch
- ICSC Las Vegas: 2024, with Michael Whiteman and David Barilla in attendance
- Several soccer events will take place over the summer of 2024, starting with USA vs. Brazil on June 12th at Camping World Stadium

- CityArts Third Thursday – every third Thursday of every month, enjoy a free art gallery, live music, free admission to the history center, food and drink specials and a maker's market
- The 33rd Annual Orlando International Fringe Theatre Festival from May 15-27, 2024
- IV Latin American Festival of Performing Arts from June 17-23, 2024
- DOP's Chow on Church food event on June 18, 2024

Public Comment: None

New Business:

a. Downtown for the Holidays – Chelsey Parrish, Special Events Coordinator

Each year, the Downtown Development Board (DDB) and Community Redevelopment Agency create a seasonal holiday experience around Lake Eola Park for residents and visitors to enjoy. Activations for the thousands that visit each year include a Christmas Tree at the park complete with holiday music, holiday movies, Santa Claus at the Eola House, kids activities, and a Holiday Market.

The DDB is seeking to maintain and enhance on previous years' experiences to generate more attendance and awareness of downtown's overall offerings. Past activations have proven successful, warranting the continuation and enhancement of these efforts; through the proposed agreements with Nelsons Tents & Events, Inc. and Birchmore Group, Inc., DDB would provide 32 10' x 10' high peak tents with lighting to host the market vendors at a cost of \$14,565.70 and provide snow and other entertainment services at a cost of \$57,180. Through the agreements with Sky Elements and Vagabond Productions, Inc., for a 500-drone holiday show will be at a cost of \$75,000 and Santa and the Grinch will be present at the event nightly at a cost of \$13,500. No Limit Event Rentals Inc. will provide Holiday Train rides for families at the cost of \$11,250. In accordance with the City's procurement code, quotes were obtained for securing the tents and the remaining agreements are exempt from competitive procurement as entertainment.

Staff requested that the DDB approve the agreements with Nelsons Tents & Events, Inc., Birchmore Group, Inc., Sky Elements, Vagabond Productions, Inc., and No Limit Event Rentals Inc. and authorize the Chief Procurement Officer to execute such agreements in the estimated amounts set forth above, subject to review and approval of the City Attorney's Office, and authorize the Executive Director or Chief Procurement Officer to enter into contracts, subject to review and approval of the City Attorney's Office, and make additional expenditures of up to \$78,504.30, for a total not to exceed overall event budget of \$250,000.00, for additional costs and expenses related to implementation of Downtown For The Holidays.

A motion was made by Kimberly Stewart and seconded by Rachel Moalli to approve the agreements with Nelsons Tents & Events, Inc., Birchmore Group, Inc., Sky Elements, Vagabond Productions, Inc., and No Limit Event Rentals Inc. and authorize the Chief Procurement Officer to execute such agreements in the estimated amounts set forth above, subject to review and approval of the City Attorney's Office, and authorize the Executive Director or Chief Procurement Officer to enter into contracts, subject to review and approval of the City Attorney's Office, and make additional expenditures of up to \$78,504.30, for a total not to exceed overall event budget of \$250,000.00, for additional costs and expenses related to implementation of Downtown For The Holidays. The motion carried unanimously.

b. Florida Citrus Sports Events, Inc., - 2024 Allstate Continental Clasico USMNT v. Brazil – David Barilla – Executive Director

Florida Citrus Sports Events, Inc. (FCS) is bringing the U.S. Men's National Team to Camping World Stadium within the DDB Area for the 2024 Allstate Continental Clasico soccer match with Brazil on June 12. The match serves as a key step in the USA's 2024 Copa America match preparation. The Event will provide a focused economic benefit to the businesses within the DDB Area as well as to the City of Orlando generally, with total estimated economic impacts in excess of Thirty Million Dollars. The Agreement with FCS provides for the DDB to provide sponsorship funding to FCS in the amount of seventy-five thousand dollars (\$75,000). In return for the sponsorship funding, the Agreement states that FCS shall promote and utilize its best efforts to advocate for the promotion of the City of Orlando, downtown Orlando, and the DDB throughout the Event and all associated activities and enumerates specific promotion, media, and activity related obligations, including hosting a public fan party before the Event within the DDB Area.

Staff requested that the Downtown Development Board approve the Agreement between The Florida Citrus Sports Events, Inc. and the Downtown Development Board– 2024 Allstate Continental Clasico USA VS. Brazil, subject to review and approval of the City Attorney's Office, and authorize the Executive Director to execute the Agreement.

A motion was made by Eugene Jones and seconded by Rachel Moalli to approve the Agreement between The Florida Citrus Sports Events, Inc. and the Downtown Development Board– 2024 Allstate Continental Clasico USA VS. Brazil, subject to review and approval of the City Attorney's Office, and authorize the Executive Director to execute the Agreement. The motion carried unanimously.

Next Meeting

The next regularly scheduled Downtown Development Board meeting will be held Wednesday, June 26, 2024 at 3:00 p.m. in Veterans Conference Room.

Adjournment

There being no further business to come before the Downtown Development Board, Chair Monica McCown adjourned the meeting at 3:31 p.m.



David Barilla
Executive Director

*Mercedes Blanca signing on
behalf of David Barilla*



Felix Roman
Board Secretary