

Resources for Resiliency

DDB/CRA COVID-19 Webinar

October 2020



Introductions

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Program Overview

- Downtown Clean Team
- Downtown Ambassadors
- Parking: Delivery and Pick-Up
Dining Options
- Parklets
- MEBA Rent Abatement
- Expand Operational Space
and Marketing
- Free Parking: Park DTO
- Small Business Rental
Assistance Program



Downtown Clean Team

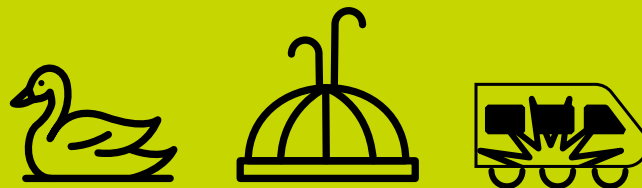
During this time, the Downtown Clean Team continues to assist cleaning efforts, including graffiti removal.

To keep downtown sanitized during this time, they are completing the following services in addition to their normal operational duties:

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

The CRA is hiring temporary Clean Team staff to help support the increase in clean-up and sanitation efforts and maintain pre-COVID-19 service levels.





Dominique Greco

Manager, Nighttime Economy

Downtown Development Board + Community Redevelopment Agency



Downtown Ambassadors

Downtown Ambassadors will continue to monitor activity and report any damage they witness to the Orlando Police Department.

Downtown Ambassadors will be providing “touch point” disinfecting.

- Touch points are any surfaces in the public right-of-way that the public encounters which are not commonly disinfected on a regular basis.



Touch points

Examples:

- crosswalk buttons
- trash receptacles
- animal waste bag dispensers and receptacles
- bicycle racks
- parking meters
- parking payment machines
- light poles
- public seating areas



Parking: Delivery and Pick-Up Dining Options

To further support delivery and pick-up dining options, the City of Orlando is providing:

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

If you own a business and are interested in requesting a designated on-street parking space for customers picking up to-go orders, visit DowntownOrlando.com.

15-Minute Parking for Customer To-Go Orders

 Designated Spaces



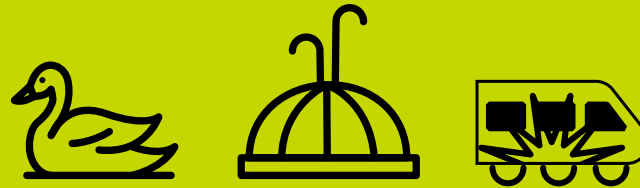
Parklets

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

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

- To apply, and inquire about parklets, email cityplanning@orlando.gov.





David Barilla

Assistant Director

Downtown Development Board + Community Redevelopment Agency



MEBA Rent Abatement

- The Minority/Women Entrepreneur Business Assistance (MEBA) Program is a small business assistance program that was established to retain existing minority-owned businesses located within the Target Area, and to attract new minority-owned businesses to this area.
- The MEBA is more specifically described as the area bounded on the north by West Colonial Drive, on the west by South Westmoreland Drive, on the south by West Gore Street, and on the east by Interstate-4.
- The Rent Abatement Program can provide qualified new and existing businesses (retail and services) within the Target Area with up to \$6,000 in rent assistance for a limited period, from July 7, 2020 to February 1, 2021.
- Applications close on February 1, 2021 at 5 pm EST.

Expand Operational Space and Marketing

To help expedite a path to economic recovery and to further assist local businesses, the City of Orlando is providing opportunities for businesses to temporarily expand their operational space and market their businesses outside, without the need to obtain city permits or pay any fees.

Opportunities include:

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

All programs will be available to businesses until February 1, 2021.

Free Parking: Park DTO

- For a limited time, residents and visitors can enjoy on-street parking and garage parking inside specific City of Orlando garages for FREE thanks to the Park DTO Program. The Park DTO Program is designed to increase visitation and spending in downtown Orlando by temporarily funding parking costs now through February 1, 2021.

Here's how it works:

- Residents and visitors can take advantage of 2 hours of free parking at any on-street parking spot downtown by using the [ParkMobile app](#) with the code ParkDTO. The promotion code can be used up to four times per ParkMobile account.
- Eligible downtown businesses will be able to request an inventory of 3-hour parking stickers that provide free validated parking for guests shopping, dining, or patronizing their business when they park in the below City of Orlando garages:
 - [Central Boulevard Garage \(53 W Central Blvd\)](#)
 - [55 West Garage \(60 W Pine St\)](#)
 - [Library Garage \(112 E Central Blvd\)](#)
- Promotion codes and validation stickers are valid 24 hours a day, seven days a week. Any amount owed in excess of the validated time is the responsibility of the person parking (customer).



What is an eligible business?

Eligible businesses include any downtown retail, restaurant or consumer-based business that depends on walk-in traffic with a valid City of Orlando Business Tax Receipt. These are typically ground-floor tenants. General office businesses including, but not limited to, professional services, financial services, and specialized services are not eligible for the program.

How can I get parking validation for my business?

Complete the online request form on DowntownOrlando.com to request parking validation stickers.

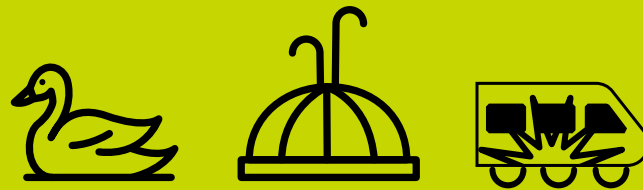


Small Business Rental Assistance Program

The Small Business Rental Assistance Program, in partnership with the Orlando Economic Partnership (OEP), is part of the CRA's COVID relief efforts.

- This program will allow eligible small businesses in downtown to apply for a rent subsidy for up to \$5,000 per month for a maximum of \$30,000 per business.
- Once applications open, they will be reviewed and evaluated by the OEP. Information on how to apply will be provided to you at least a week prior to the opening of the application process.





We would love to hear from you!

Please type in the chat box any questions or comments you have for our speakers.



Thank you for attending!



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