

Orlando Community Venues

# BLUEPRINT

## — Report —



# A Year of PROGRESS

Since the Amway Center Groundbreaking



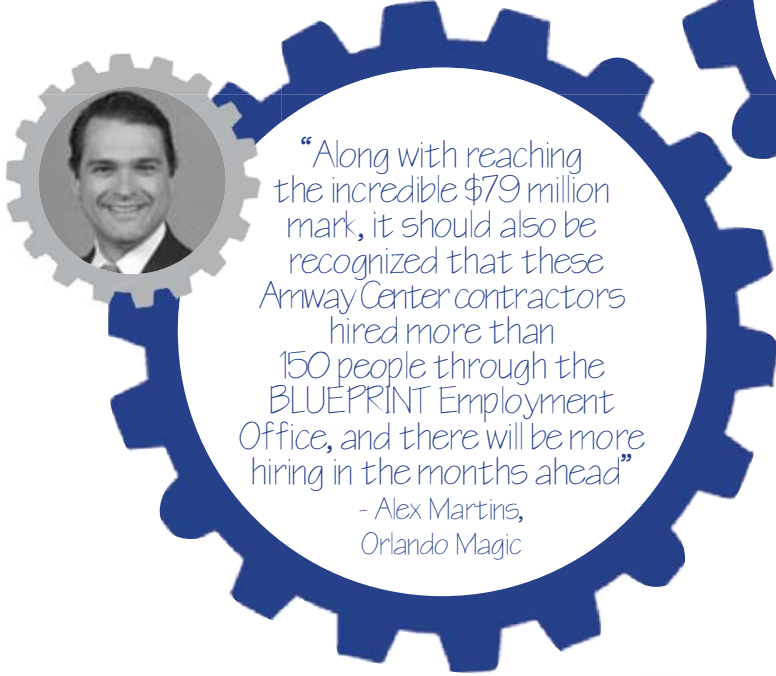
“This project is powerful, not just because it expands sports and entertainment to our region – but because the BLUEPRINT is changing people’s lives for the better.”

– Orlando Mayor Buddy Dyer



“When I am in a meeting and I look around the room and see all of the minority decision-makers working on this \$1 billion project, I am so proud that these opportunities have been created because of the BLUEPRINT”

– District 5 Commissioner  
Daisy W. Lynum



“Along with reaching the incredible \$79 million mark, it should also be recognized that these Amway Center contractors hired more than 150 people through the BLUEPRINT Employment Office, and there will be more hiring in the months ahead”

– Alex Martins,  
Orlando Magic



## Goal #1: Assist the development and support of local, small, and historically disadvantaged businesses as an important aspect of the continuing growth and development of the community.



**The Amway Center  
has awarded  
35 percent of its  
contracts to minority  
and women-owned  
businesses, far  
exceeding the  
24 percent  
BLUEPRINT goal**

*“Clients hire you  
because of what you  
can do. Still, it’s always  
good to have more  
inclusion, more  
opportunity for  
minorities”*

*– Guysen Bohler, President,  
IROK*

This goal was achieved through community meetings, workshops, bonding assistance, and a citizen oversight committee to ensure that economic empowerment, including the ability to earn a living wage, is accessible to all. The BLUEPRINT plan allows “unbundling” of major contracts into smaller increments, expanding opportunity for even greater diversity and participation. The BLUEPRINT also aids smaller businesses in overcoming obstacles including bonding and insurance.

The BLUEPRINT program developed by the City of Orlando and its partners committed 24 percent of the \$1.1 billion Community Venues contracts for minority and women-owned businesses; specifically, 18 percent to minority-owned firms, and 6 percent for businesses owned by women. The City worked to achieve this goal through community meetings, workshops, bonding assistance, and a citizen oversight committee to ensure that economic empowerment, including the ability to earn a living wage, is accessible to all. The BLUEPRINT plan allows “unbundling” of major contracts into smaller increments, expanding opportunity for even greater diversity and participation. The City has also helped smaller businesses overcome obstacles including bonding and insurance.

Taking these progressive steps has ensured that Goal 1 has not been merely met, it has been surpassed. To date, 35 percent of the total contracts – more than \$79 million – have been awarded to 101 minority and women-owned businesses, including African-Americans, Hispanics, Asian-Americans, and other minorities on the Amway Center. The Community Venues project is the largest public/private partnership in the City’s history, and a benchmark for a truly diverse workforce populated by motivated professionals in every construction-related field.

Amway Center is being built by companies like IROK Constructional Services, owned by Guysen Bohler and Kori Monroe, a minority-owned business, which was awarded a contract for toilet partitions, toilet accessories and lockers for the new Center.

And Graciliana Estrada, owner of Gracical’s Services, Inc., a talented general contractor who emigrated from Venezuela and who credits her three Amway Center contracts with saving her company from bankruptcy.

The BLUEPRINT program gave these companies a chance, and as a result, these businesses aren’t just building the finest Community Venues, they’re on the front lines of our region’s economic recovery.

## Goal #2: Develop a local workforce initiative to provide trained workers for Venue construction and retail venues created by development.



**152 residents  
hired for  
construction  
jobs and 818  
hired for  
non-venues  
jobs.**

*“If this job hadn’t  
come along, I don’t  
know what I would  
have been doing.”*

— Emanuel Martin  
Superior Mechanical Systems, Inc.

The term “workforce initiative” says it all: to create a diverse group of workers across the broadest spectrum of economic and social populations. And yet, the term doesn’t fully encompass the meaning for people like Emanuel Martin, a 46-year old Parramore resident who was struggling to keep afloat in a sea of unemployment and unpaid bills.

Since the groundbreaking of the new Amway Center, 152 residents have been hired for construction-related Venues jobs that have been placed through the BLUEPRINT Employment Office. In addition, 818 residents were placed for non-Venues jobs. In today’s economy, one that is especially beleaguered by our state’s higher-than-average unemployment rate, it’s no wonder that Emanuel Martin, hired in April by Superior Mechanical Systems, calls his BLUEPRINT employment “a gift from God.”

In fact, the majority of those hired for construction-related Venues jobs are from the three key populations identified as the most underserved and underrepresented in Orlando: Parramore residents, ex-offenders, and the homeless. Eighty-five of the 152 Central Florida residents who were hired for Venues construction, were from the targeted demographics; 138 of the 818 non-Venues jobs are as well. In order to best assist residents in the target population the City issued grants. The City had previously issued grants to community-based organizations designed to help job candidates overcome obstacles such as health care, child care, and transportation. This action has dramatically increased the employment rates for Venues jobs and ensures a solid foundation for continued economic opportunity.

## Goal #3: Collaboratively work with the Venue Partners and other community stakeholders to identify and explore long-term business opportunities in the affected areas.

The Parramore neighborhood is either in or near the site of the three Venues projects: the new Amway Center, the proposed Dr. P. Phillips Orlando Performing Arts Center, and the existing Citrus Bowl, for which renovations are planned.

This third goal of the BLUEPRINT plan will ensure that the promise of Venues as a tool for economic opportunity will be a promise kept for both residents and businesses. The possibilities for continued MWBE vendor success are unlimited: entertainment, lodging, event planning, business support services, franchise development, and more. The City is in the process of completing a comprehensive retail study that will identify the kinds of businesses that the market will demand and support. The City's Downtown Development Board is working to create a business assistance program that will help ensure long-term financial benefits from the Venues program. The Orlando Magic, who will occupy the new Amway Center, have pledged their continued presence as a proactive community partner, with initiatives that include programs and events designed to further revitalize Church Street and Parramore neighborhoods.

There will be future contracts awarded in the coming months for the operations of the Amway Center, such as food concessions.



*“The City has kept its promise to support and even promote my business throughout construction. I’m also looking forward to increased customer traffic once the Amway Center is completed.”*

*— Andria Brown, Owner,  
Zion's Daughter Alterations*

**Minority and Women-owned companies in Central Florida have been awarded more than \$79 million in contracts for work on the new Amway Center**


## Goal #4: Explore the creation of local vendor development/mentor programs through partnerships with Contractors, Vendors, and Community-Based Organizations.

The spirit might be willing, but for some potential workers, the necessary skills – from preparing a resume to hanging ductwork – are lacking. A small minority-certified business might have the construction know-how, but not the necessary bonding required for multi-million dollar projects.

Meeting the BLUEPRINT's fourth goal ensures that local workers will find sustainable jobs and those local businesses, MWBEs in particular, will continue to thrive. For business owners like Guysen Bohler, taking advantage of BLUEPRINT-created mentoring programs, such as the free six-week construction management course offered by Turner Construction, was instrumental in earning a \$1.3 million Venues contract constructing toilet facilities for the Amway Center. Other companies, including KENPAT, a large commercial drywall and ceiling contractor; and Sewell Masonry, a local mason company, offer on-the-job training, apprenticeships, and mentoring programs.

Insurance and bonding are two issues that often hold a small company back. The BLUEPRINT/Venues MWBE contracts compliance specialist helps local firms overcome these obstacles. The BLUEPRINT also creates a bridge to community-based organizations such as the Black and Hispanic Business Alliances and the Hispanic and African-American Chambers of Commerce, who provide assistance to MWBEs in financing, business development, or technical support.

The Amway Center project has also enjoyed very strong support from many of the community's union companies including: Crown Corr (installation of metal panels and louvers), Daniels Metals Inc. (steel stairs and miscellaneous metals), Denson Construction (structural steel), JJ Kirlin (mechanical HVAC), Kone Inc., (elevators and escalators), Nickerson Corporation (rigging, and house reduction curtains) Oneida Corporation (steel erection) and Schuffs Steel (steel erection). The unions say they are especially proud that the majority of construction workers in the industry today, who have completed apprenticeship programs, have been trained by union shops.



*"I saw this great opportunity, and dedicated myself to preparing my company for a possible contract on the Amway Center. I'm happy to be a part of Venues. It will generate more jobs and more profits for local companies."*

— Graciliana Estrada, Owner,  
Gracilar's Services, Inc.

## Goal #5: Identify development tools that will result in creating a wide variety of attainable and market-rate housing units that will ensure economic diversity for all residents to work, live, and play in the area.

In the four years since the City launched the Pathways to Parramore initiative, this oldest historically African-American Orlando community has seen significant revitalization through five pathways—housing, business development, children and education, public safety and quality of life. The BLUEPRINT project works in conjunction with Pathways and other public works programs, resulting in a safer, more productive community that includes affordable, owner-occupied housing through new construction, substantial rehabilitation, and homeownership assistance.

The City has invested more than \$10 million resulting in 34 new and rehabilitated homes, and 271 new housing units are planned in the near future through the Carver Court and Wells Landing developments. Thanks to an increased police presence that includes the Orlando Police Department's IRIS Smart Camera program, crime rates have declined; in fact, the murder rate for the past year is zero.

Community outreach programs that range from early childhood education to preventing teen pregnancy have helped lower juvenile crime, down 47 percent. The completion of the Community Venues program will help to further revitalize this historic neighborhood by providing sustainable employment and an enhanced community image for residents and businesses.

*“For a long time, to say you lived in Parramore was a sign of defeat. Now, it’s a symbol of pride, at how a neighborhood can pull together and move forward.”*

*— Evelyn Fields, Resident*

**To date, more than \$10 million has been invested in 34 new and rehabilitated homes, and 271 new housing units.**

## The Magic of Community Spirit

Last year's NBA finalists, the Orlando Magic, are champions both on and off the court when it comes to being team players for some of Orlando's most underserved communities.

The team - who will call the new Amway Center home in October of 2010 - have been strong, consistent social and financial advocates in the revitalization of the Parramore District. Thanks to the team's philanthropic efforts, which include food drives, construction and refurbishment efforts, and youth programs, there have been significant improvements for the residents and businesses of this historic west-wide neighborhood.

In June, the Orlando Magic opened its fifth reading and learning laboratory in the City. The team has provided a well-stocked library, computers, and a game room for children to enjoy a safe place to read, learn, and play. The new reading and learning laboratories are located at the New Image Youth Center in Parramore presented by Kia Motors, the Northwest Community Center, the Hi-tech Tutoring Center, the Dr. James R. Scott Neighborhood Center and the Pine Hills Reading and Learning Center. In addition, the team recently refurbished the New Image center, transforming a deteriorating space into a warm, inviting haven for at-risk teens to safely explore educational and recreational interests.

*"It's really important for us to go out and give back to the community that has done so much for us and supported our team"*

*- Alex Martins, Orlando Magic*

**The BLUEPRINT program committed 24 percent of the \$1.1 billion Community Venues contracts for minority and women-owned businesses.**



More than  
**\$79 million**  
in contracts has  
gone to minority  
and women-owned  
businesses.

# Minority and Women-owned Businesses Awarded Venues' Contracts

4 Evolution

A-Ryen Unlimited Staffing Solutions

Absolute Drywall

ACY Contractors

Advanced Structural Design

Albu & Associates

Alpha Insulation and Waterproofing Inc.

American Eagle Concrete Sawing &  
Drilling

Anderson Construction

APEX Air Conditioning

APEX Construction Group

APOS Group

ASAP Shutter

ASG Reprographics

Associates Cost Engineers

Associated Building Specialities, Inc.

AVCON, Inc.

B&B Construction Group

B&L Management

Baker Barrios Architects

Brindley Pieters & Associates

Brooks 55

Caribbean Ceramic Tile & Marble Group

Carmen Dominquez Construction LLC

Carpets & Blinds Beautiful

Castlewall Construction

CDS Sitework and Excavating

Cohesive Constructors, LLC

Comp Security

Conpilog International Construction

Cornerstone Construction Services Inc.

Corporate Building Management

Cruz Trucking Co.

CT Hsu & Associates

CT Windows

Custom Earthworks

D&D Ary Enterprises

DEM Construction

DEM Dev., Inc.

Denson Construction

Edgar-Quintin, Inc.

Electronic Technologies, Inc.

Emerald Utilities & Site Development

Finish Concepts

Fletcher Painting

Florida Marking Products, Inc.

Gato Guard

Geomarks Surveying

Graciarl's Services, Inc.



# Minority and Women-owned Businesses Awarded Venues' Contracts

Grandview Pipe & Supply Inc.

Ground One Plumbing

Group 3 Studios

GS Construction Management

Historical Painting

HZ Construction

IMDC

IROK

Jackson Fleyer Co.

JJ Christie & Associates

JL Wilson Inc.

Johnson's Diner

JS Drywall

Katco Distributors, Inc.

Landscape Design LLC

Liberty Steel Erectors

Merit Fasteners, Inc.

Mike Ironworks

Nadic Engineering

Nodarse & Assictaies

OLP Construction Company

P.A. Wallace & Associates

P. Jackson Enterprises

Page One Consultants

Paradise Cafe

Power Engineering Group, Inc.

Queen Bees

R.L. Burns & Co.

Rebah Fabrications

Rebo Commercial Flooring

Rey Group, Inc.

Rudolfo Ortiz Plumbing

Russell Henderson Masonry

S&S Office

Santoni International

Sewell Masonry, Inc.

Solan Trucking & Excavating

Stillwater Millwork

Superior Concrete LLC

Sunshine Glass

The BRS Group, Inc.

The Sikes Agency

TKW Consulting Engineers

True Power Electrical Services, Inc.

TRZ Construction

Tyrone Cleaning Service

Vafer Construction, LLC

Victory Innovations

VJ. Nichols Group

WBQ Design & Engineering

Window Interiors

Workscapes





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