

Community Venues Overview

Vision for a Revitalized Downtown and Parramore Heritage Neighborhood

Over the past three years, the City of Orlando has invested significant time and resources advancing the vision for a revitalized Downtown and Parramore Heritage Neighborhood and building Community Venues to benefit the entire Central Florida region.

It has been exciting to watch these plans come together as the community considers the strategic investment the City of Orlando and Orange County can make through a unique public/private partnership for enhanced entertainment, sports and cultural Venues including a new Performing Arts Center, Events Center and updated Citrus Bowl.

Orlando has a world class airport, theme parks and attractions, but lacks modern Venues which add to the quality of life for locals and will attract high-profile, economic generating events currently bypassing Orlando.

Since September 2006, when Mayors Dyer and Crotty stood along with City and County Commissioners to announce a funding plan for the Venues, staff has been working to finalize the funding, development and operational agreements. This past May, the Orlando City Council approved the Development and Operational Agreements for each of these projects. Both Mayors are confident that after the comprehensive due diligence, input of financial experts and intense negotiations, a fiscally responsible Interlocal agreement has been developed for citizens.

Downtown Master Plan

Over the past year, the City of Orlando has provided detailed reports on the historic growth of Downtown, an analysis of Downtown infrastructure such as the current parking available to meet the needs of the proposed Venues; and a detailed comparison of facilities from around the country.

In the fall of 2006, Glatting Jackson, a national urban planning and design firm, completed Phase III of the Downtown master planning process for the three Community Venues and surrounding areas. This included an overview of the results of the City's most comprehensive Downtown Transportation Plan ever completed.

Economic Impact

The Metro Orlando Economic Development Commission in conjunction with Conventions, Sports & Leisure International conducted an important study on the economic impact of the three Community Venues. Initial findings include:

- The operations of the proposed Venues will generate approximately \$619.4 million in total annual output, including approximately \$247 million in earnings and supporting approximately 7,500 jobs per year. This level of spending will also generate approximately \$3.5 million in County Tourist Development Tax (TDT) revenues per year and \$24.2 million in State Sales Tax and \$2 million in County Sales Tax per year – meaning more sales tax revenue for our County and State to use on other priorities such as roads and education.
- Considering the impacts over time, the operations of the Venues will generate approximately \$9.9 billion in total output, \$4 billion in earnings, \$357.1 million in State Sales Taxes, \$30 million in County Sales Taxes and \$52.3 million in County TDT revenues.
- Over a four-year period, the construction of the proposed Community Venues is estimated to generate approximately \$1.1 billion in total output, including approximately \$453.1 million in personal earnings, and would support approximately 10,800 jobs during the three to four year construction period.

The Blueprint for A Sustainable Economic Impact

The development and construction of the Community Venues presents an opportunity for the Orlando City Council and Orange County Board of Commissioners to make a significant and long-term, positive economic impact in the minority communities in Orlando and Orange County, along with the local community at large.

It is the intent of Mayor Dyer and the entire City Council that the Venue projects serve as a framework and model for inclusiveness and community building throughout the various levels of contracting. Special emphasis will ensure that maximum opportunities are afforded to local, small and disadvantaged businesses, as well as minorities and women, in the areas of job creation and training, business development and the procurement of goods, professional and construction services in association with the construction of the new Venues.

The goals of the Blueprint are the framework for implementing and ensuring broad-based community participation related to the Venues.

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.

Goal 2 - Develop a local workforce initiative to provide trained workers for Venues construction and retail options created by development.

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

Goal 4 – Explore the creation of local vendor development/mentor programs through partnerships with contractors, vendors and community-based organizations (CBOs).

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

Key Activities

The Orlando City Council hosted nearly a dozen public workshops on Venue-related topics including: Venue overviews from our partners; the master planning process; the financing plan; the draft Events Center agreement; and plans for a Creative Village. The City also launched a dedicated Community Venues web page and issued a Community Venues Findings & Report to ensure information was accessible to City and County Commissioners and the general public.

The Orange County Board of Commissioners also held work sessions about the Community Venues and the proposed financing plan. And, several County Commissioners hosted Town Hall meetings, similar to the Neighborhood Updates the City held, to continue to educate residents and obtain input.

In addition to the City of Orlando and Orange County, OPAC and the Orlando Magic have independently held their own workshops and public forums to educate and listen to the community.

Quality of Life/Missed Opportunities

Downtown Orlando serves as the economic hub of Central Florida and improving Downtown gathering spaces not only benefits surrounding neighborhoods, but also contributes to the region's quality of life. Offering a diverse array of cultural and community amenities is necessary to provide for an ever-growing population and to remain globally competitive. Currently, events such as sports championships, top-tier concerts and shows are going to other cities and have resulted in a significant loss of economic, educational and cultural opportunities. A few examples include:

- Many first-run Broadway shows go to Tampa or Jacksonville before Orlando. This includes the hit show *Wicked*, which will play in Tampa twice before ever coming to Orlando.
- A new Performing Arts Center will provide local students with new cultural experiences. This educational component of the Venue is based on the idea that children don't just learn using books, but also need to touch, hear and see things in order to enhance their understanding of the world around them.
- The Atlantic Coast Conference basketball tournament this past year was held in Tampa, generating \$30 million in economic impact and 22,000 hotel room night stays.
- The NBA All-Star Game in Las Vegas generated \$90 million in non-gaming economic impact.
- In 2012, Tampa will host the NCAA men's hockey championships known as the "Frozen Four." The economic impact of this event has been estimated at approximately \$4 million.
- In 2006, the NCAA Men's Final Four tournament had an estimated impact of nearly \$40 million in Indianapolis, IN. That included attracting close to 45,000 visitors to the city.
- Between 1991 and 2000, the Citrus Bowl hosted 18 international soccer matches, 10 regular season college football games, six major concerts, five NFL preseason games and one professional soccer all-star game. All of these events were in addition to the bowl games and UCF football. Since Tampa and Jacksonville had new facilities open in the late 90's, Orlando has lost out on the majority of these events. This is because these competing facilities have more seats, club suites and club seats that can be sold for a much higher ticket price.
- In 2005, Tampa attracted 21 concerts that never came to Orlando. These events had an economic impact of \$14.7 million. Orlando also hosted some concerts that didn't go to Tampa, however these 13 concerts only had an impact of \$5.9 million. Tampa is attracting higher caliber and more profitable shows.
- Of the concerts held in Tampa and not Orlando, three standouts were U2, the Rolling Stones and Paul McCartney. These three shows had a collective impact of \$7.1 million. Orlando's current venues could not structurally handle the technical requirements and/or the crowd generated by these high-caliber shows.