



***City of Orlando
Economic Development Department***

***Strengthen Orlando Initiatives to
Support Small Business***

April 11, 2011

Presentation Overview

- **Strengthen Orlando Program**
- **Strengthen Orlando Results**
- **Small Business Support Programs/Services**
- **New Strengthen Orlando Initiatives for 2011**
- **Summary of Council Action Items**

Strengthen Orlando Program

- A comprehensive economic action plan to sustain our community and ensure Orlando remains in position for future growth and prosperity.
- Comprised of six “pillars”
 - **Orlando Connects**
 - **Orlando Builds**
 - **Orlando Works**
 - **Buy Local Orlando**
 - **Orlando Partners**
 - **Orlando Cares**



Strengthen Orlando Economic Development Pillars

- Orlando Builds
- Orlando Works
- Buy Local Orlando





2009/2010 Strengthen Orlando Initiatives

- Expedited permit and review process for projects creating more than 10 jobs.
- Offered payment plans for transportation and sewer impact fees.
- Provided commercial plan review in five days to expedite construction.
- Provided residential plan review in one day.
- Deferred impact fee increases.
- Extended all permits for an additional year.
- Provided same day inspections.



2009/2010 Strengthen Orlando Initiatives (cont.)

- Offered Home Renovation Reviews
- Expanded UCF Business Incubator – Orlando and its services.
- Expanded Mayor's Business Assistance Team.
- Recruited businesses to participate in Orlando Main Street Program.
- Launched ***Buy Local Orlando*** Program.

Strengthen Orlando Results

- **More than 600 jobs created in 2010 as a result of expedited permit review process.**
- **Administered 23 Transportation Impact Fee payment plan resulting in revenue collection of \$631,277 and employment of more than 200.**
- **Administered 10 Sewer Impact Fee payment plans.**
- **Provided 3,447 same day inspections, out of 62,990 total inspections.**

Strengthen Orlando Results

- **Created Mayor's BAT Team Customer Care Center in Permitting Services to increase access and visibility.**
- **Approximately 300 business members recruited to join the Orlando Main Street program in five districts.**
- **500+ businesses registered in *Buy Local Program* and 120,000+ consumer cards distributed.**
- **More than 900 jobs created by expediting more than \$180 million in planned capital projects.**

Strengthen Orlando Results

- **Transportation Impact Fee Payment Plan Recipients include:** Piranha Cable (26 employees), Jimmy John's (25 employees), Alfonso's Pizza (25 employees), Ramada Plaza Resort (45 employees), Draft Orlando (46 employees), St. Phillip's Anglican Church
- These projects represent a total capital investment of over \$15 million and over 150 jobs
- **Expedited Plan Review for projects such as:** Alinean, iGPS-projects in Downtown representing 85 new high wage jobs to our economy and almost \$400,000 in capital investment

Orlando's Current Economic Climate

- Well positioned to recover from the recession sooner than other regions in the state.
- The fastest-growing metro area in Florida for employment growth through 2013.
- Expected to lead the state in personal income growth through 2013 with an average of 4.9% annually.
- Fastest-growing City in the state between 2000-2010.
- One of the best and least expensive places in the nation to launch a new business.
- We remain committed to fostering a positive business environment that creates jobs and opportunities for residents.



2011 Strengthen Orlando Initiatives

- Continue to expedite permit and review process for projects creating more than 10 jobs.
- Continue to offer payment plans for transportation and sewer impact fees.
- Continue to provide commercial plan review in five days to expedite construction.
- Continue to provide residential plan review in one day.
- Extend all permits for an additional year.
- Continue to offer same day inspections.
- Continue to offer Home Renovation Reviews.



2011 Strengthen Orlando Initiatives (con't)

- Continue Funding Economic Development Partner Organizations
- Continue Funding Small Business Support Programs
- Reinstatement of the Business Assistance Program (Orlando Builds)
- Extension of UCF Business Incubator-Orlando agreement (Orlando Works)

2011 Strengthen Orlando Initiatives (con't)

- Provide an additional five years of funding of the Orlando Main Street Program (Orlando Works)
- *Buy Local Orlando* Program Enhancements
- Transportation Impact Fee Ordinance Revisions (Orlando Builds)



Entrepreneurship Support

The City of Orlando funds and partners with the following organizations that support entrepreneurs and small business:

- Black Business Investment Fund
- Hispanic Business Initiative Fund
- Metro Orlando Economic Development Commission
- Disney Entrepreneur Center
- UCF Business Incubation Program

Economic Development Programs & Services

- **Business Assistance Program**
- **Small Business Façade Program**
- **Orlando Main Street Program**
- ***Buy Local Orlando* Program**
- **Not for Profit Impact Fee Assistance Program**



Economic Development Programs & Services (con't)

- **Mayor's Business Assistance Team**
- **Qualified Target Industry Tax Refund Program**
- **Minority Women Entrepreneur Business Assistance Program (MEBA)**
- **Enterprise Zone**
- **Urban Job Tax Credit Program**



Business Assistance Program

- Program created in June 2001 to assist in off-setting 50% of permit fees, impact fees & right-of-way infrastructure improvements for new and expanding businesses within City limits.
- Qualified Uses: Manufacturing, Construction, Technology, Communication, Business Service, Transportation, Retail, Restaurants and Personal Services.
- Maximum award amount is \$20,000.
- Total number of businesses assisted: 51
- Total capital investment of BAP clients: \$24,500,000
- Total amount of BAP assistance provided: \$441,000
- City Council action:
 - BRC Agenda item refunding program
 - Revisions to program

Business Assistance Program Recipients

- Logan's Deli
- Wildfires Café and Grille
- Gribble Interior Design
- Haitian Quality Services
- Workscapes Incorporated
- Orlando Brewing Partners
- Quantum Distributors
- Gary's Seafood Specialties
- Infusion Tea
- Salon Dominicano
- Harp and Celt Restaurant
- R.L. Burns, Inc.
- Emergency Insurance Restoration Services
- Bikes, Beans and Bordeaux
- Original Paddy Murphy's
- Kernel Encore of Orlando
- Apenberry's, Inc.
- Gelato & Such
- Pom Pom's Teahouse & Sandwicheria
- Choo Choo Churros



UCF Business Incubator- Orlando

- **April 2006** - City Council approved five-year funding agreement, in the amount of \$1.5 million, between the City and UCF for creation of a business incubator to provide infrastructure and support to local entrepreneurs and increase their potential for creating and growing successful companies.
- **February 2007** - Real Estate Management Division negotiated a five year lease with Weingarten for space at Colonial Landing.
- **January 2008** – Incubator officially opened with four (4) tenants occupying five offices in approximately 2,200 sf.



UCF Business Incubator- Orlando

- **September 2009** - A planned expansion of 12 additional offices at the center is completed . The center gained an additional 4,176 sf in an adjacent space for a total capacity of 6,376 sf. The expansion added a larger conference room/classroom to hold seminars, as well as open space for clients to work and meet.
- **September 2009** - The City and UCF chose to consolidate the Downtown Incubator into the center. The CRA was funding the Downtown Incubator at \$100,000 per year.
- Total clients served: 26
- Total current clients: 16
- Total companies graduated: 3
- Total jobs created: 83



UCF Business Incubator- Orlando

Client Successes:

- Therigy has been selected as a 2011 Client of the Year Finalist for the National Business Incubation Association.
- Unikey received equity funding to pursue a functioning prototype.
- Learn to Learn opened their own facility in Central Florida and is in process of opening two more in other states.

UCF Business Incubator- Orlando

City Council action (On today's agenda):

- Extend agreement through August 31,2012 to coincide with termination of current lease agreement.
- Increase funding in the amount of \$389,932 to cover approved expenses through the updated agreement term.
- The City's funding of the UCF Business Incubator – Orlando is consistent with other sites within the Incubation Program system.



The Main Street Approach® is designed to provide neighborhood business district organizations a range of technical assistance, training, resources and financial incentives in a coordinated, comprehensive manner.

- The Main Street Approach® incorporates activities in four distinctive areas: **Organization, Promotion, Design and Economic Restructuring.**
- Designated Main Street organizations receive funding from the City.
- Five Orlando Main Street areas have been designated: **Audubon Park Garden District, College Park Partnership, Downtown South, Ivanhoe Village and Mills 50**
- Continue to assist other business districts including: **Baldwin Park, Milk District, Washington Shores and Semoran Business Partnership.**

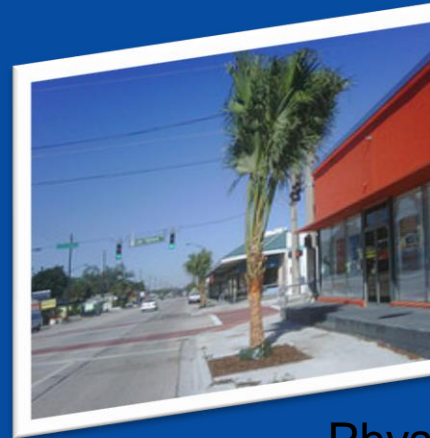
Orlando Main Street Economic Impact Statistics

March 2007-October 2010

Total Number of Districts	5
Total \$ reinvested in Improvements	\$138,381,552
Average investment per District	\$27,676,310
Net New Business	177
Net New Full-Time Jobs	677
Net New Part-Time Jobs	343
Business Expansions	12
Building Rehab Projects	241
Reinvestment Ratio	\$470
Volunteer Hours Donated	16,688
New Housing Units Created	306
\$ Value of Volunteer Hours Donated	\$337,027



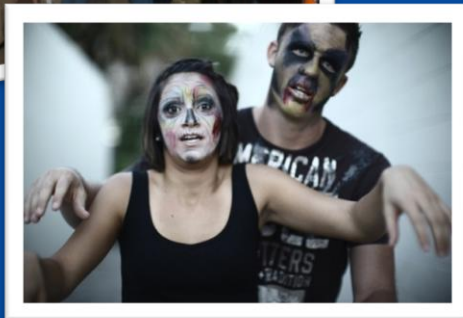
Business Awards



Physical Improvements



Events



Business Assistance



City Council Action:

- Approval to extend funding for the Orlando Main Street Program for additional five (5) years.
- Each Main Street District will receive \$35,000 a year for an additional five (5) years and will be required to raise \$25,000 in matching funds annually.

Buy Local Orlando

- Created in 2009 to encourage residents and visitors to patronize Orlando's businesses to improve quality of life in our neighborhoods and the economic vitality of the greater Orlando region.
- Total number of registered businesses: 538
- Number of citizens who receive newsletter: 16,000
- Number of consumer cards distributed: 120,000+
- **Program next steps:** Increased social media and digital applications, consumer survey to increase participation and engagement, Smart Phone application



Transportation Impact Fee Ordinance

Exemption for Transportation Impact Fee Increase (On today's agenda for first reading)

- Changes in use to commercial/industrial uses generating increased number of trips.
- Limited to small businesses (as defined by U.S. Small Business Administration).
- Businesses shall maintain existing building square footage.
- Effective Date: April 25, 2011, Sunset Date: April 25, 2012.

Transportation Impact Fee Payment Plan- adopted in August 2010

- 23 payment plan applications approved
- Total revenue collection of \$631,277
- Resulted in the creation of 200 new jobs

Transportation Impact Fee Study

- Consultant has been retained to research and propose amendments that allow the City to utilize impact fee reductions and/or credit as an economic development tool.
- Goal is to have a package of amendments that target credits and/or exemptions to industries within activity centers and jobs creating firms within targeted industries. Consultant will be asked to make recommendations on a transportation impact fee “thermostat.”
- City’s Transportation Advisory Committee will begin meeting in near future with City staff and consultant to ensure business and citizen concerns are met.

Statewide Transportation Impact Fee Reductions/Waivers

FL County Fee Reductions/Suspensions

- Brevard Co. – suspended road fees for 2 years, March 2009
- Charlotte Co. – rollback fees 2/3 eff. January 2008
- Citrus Co. – reduced road fees 50% Jan. 2009; suspended April 2010
- Clay Co. – adopted/suspended road fees for 2 years, eff. January 2009
- Collier Co. – road & park fees reduced; school fees halved, Oct. 2010
- Columbia Co. – fees adopted Feb. 2008; suspended Jan. 2009
- DeSoto Co. – all fees suspended 2 years, January 2008
- Glades Co. – all fees suspended, Nov. 2008
- Hendry Co. – all fees suspended, Sept. 2008
- Hernando Co. – fees rolled back to 2001 levels, Dec. 2009
- Highlands Co. – all fees suspended, July 2009
- Indian River Co. – suspended some fees, March 2009
- Lake Co. – road fees suspended March 2010
- Manatee Co. – road fees halved, school fees suspended, Jan. 2009
- Marion Co. – road fees suspended, January 2010
- Martin Co. – all fees suspended except roads & schools, July 2009-Oct. 2010
- Nassua Co. – all fees suspended except schools, July 2008
- Polk Co. – cut all fees but schools 50%, April 2009
- Putnam Co. – all fees suspended, March 2009
- Santa Rosa Co. – suspended road fees, Feb. 2009
- Wakulla Co. – suspended fees Sept. 2008 – reinstated March 2010

Summary of Requested Council Actions

- Reinstatement of the Business Assistance Program
- Approval of UCF Business Incubator Funding Extension
- Funding Extension for the Orlando Main Street Program
- Adoption of Ordinance Exempting Small Businesses Change of Use Permits from Transportation Impact Fees

Questions?

