COMMUNITY VENUES AND AMENITIES

[These] are more than just state-of-the-art buildings. They’ve been a game changer for our Downtown, creating iconic gathering spaces, allowing us to host a variety of entertainment for our residents and drawing hundreds of thousands of people into our Downtown.

ORLANDO CITRUS BOWL

• Since opening in November 2014, the new Orlando Citrus Bowl has hosted 282 events and more than 731,000 guests.
• Major events include the Rolling Stones concert, the Mexico vs. Costa Rica soccer game, the Orlando City Lions first MLS game and this weekend on Sunday, October 25, the U.S. Women’s National Team will host Brazil.

AMWAY CENTER

• This October 2015, the Amway Center celebrated five years of success.
• The arena has hosted more than six million guests and more than 1,000 events, including 55 sold-out shows.
• The Amway Center has been awarded more than 20 awards for excellence including SportsBusiness Journal’s “Sports Facility of the Year” and the StadiumBusiness Awards’ “Customer Experience Award.”

DR. PHILLIPS CENTER FOR THE PERFORMING ARTS

• Since opening in November 2014, the world-class facility has hosted more than 300,000 people from 15 countries, 19 states and 4 countries for more than 280 performances including Phantom of the Opera, Orlando Ballet’s The Nutcracker, singer songwriter Sarah McLachian and comedian Martin Lawrence.

LAKE EOLA PARK

• In 2014, Lake Eola Park hosted more than 2.5 million people and 320 events including some of our City’s most diverse and cultural events like Come out with Pride, Orlando Arab Festival and Ventana Al Jazz Concert.

DEVELOPMENT

“Downtown visitors are spurring demand for hotels... more and more people are calling Downtown home... as more people choose to live and visit downtown, they are discovering our emerging culinary scene.”

RESIDENTIAL GROWTH

• Since 2005, Downtown’s population increased by 24 percent.
• More than 2,800 multifamily units have been added in Downtown during that same 10-year time period.
• The current residential occupancy rate is 94.4 percent.
• There are more than 1,200 units being built Downtown right now, including:
  • **Artisan 420**, a 9-story, approximately 300-unit multifamily building with 10,000 square feet of ground level retail, 8 ground floor live/work units, and a 448-space, 3-story internal parking garage.
    • The development is anticipated to be complete in early 2016.
  • **The Sevens**, a 9-story mixed-use building with 9,500 square feet of ground floor retail space, 325 apartment units and a 606-space, 7-story integrated parking structure. The project also includes a dog run, ground floor courtyard, clubhouse, leasing area, lounge, game room, fitness center and pool.
    • The development is anticipated to be complete in the first half of 2016.
• Other projects under construction include Crescent Central Station, Citi Tower, Samsara and the Thornton Park Brownstones.

“Today we’re here to celebrate a different kind of win. A win that can be credited to this team of community leaders coming together to create Downtown Orlando’s game plan. And because of this plan, Orlando now has one of the best Downtowns in the nation.”
WINNING GAME PLAN
HOSPITALITY GROWTH
• Nearly 900 hotel rooms have recently opened or are in the planning phase, including:
  - The Residence Inn, Tremont Tower, Sports and Entertainment District and Phase 2 of Crescent Central Station.
• Downtown is home to more than 100 restaurants with more planned to open including:
  • 4 Rivers Downtown at Orlando City Hall, a new concept by John Rivers to provide signature foods from 4 Rivers Smokehouse and The Coop like beef brisket and the pulled pork breakfast skillet, along with new items including four different breakfast burritos, brisket street tacos, bakery items, coffee and grab-and-go prepared foods.
• Ace Café, the first location in the U.S. and the North American headquarters for this world-wide brand, will open in January 2016 and serve as a mecca for motorcycle and car enthusiasts from around the world, providing themed events, a restaurant and retail space.
• A new foodie-centered tour, Downtown Orlando Partnership Food Tours, began in July and takes place every Saturday from 2 – 4 p.m., giving guests samples from some of Downtown’s local favorites including Le Gourmet Break, Avenue Gastrobar, Waitiki, Ariswan’s Table and The Golden Knife.
• The City’s first urban garden, Growing Orlando, is under construction in the Parramore neighborhood and will provide local food for restaurants and the Lake Eola Farmers market. Growing Orlando plans to open in early 2016 and host workshops teaching residents how to grow food at home.

TRANSPORTATION
“If you look at the lineup of these Downtown businesses and restaurants, they are huddled along our LYMMO and SunRail lines.”

TRANSPORTATION ENHANCEMENTS
• Recently, we have expanded our LYMMO Line, adding service to the North Quarter District on the original Orange Line; began operation of the Grapefruit Line, connecting our Downtown to our Parramore and Thornton Park neighborhoods and broke ground on the Lime Line which will provide increased access to SunRail, Lynx Central Station and our Parramore neighborhood.
• Earlier this year, the City launched Juice Bike Share with 20 stations and 200 bicycles located throughout Downtown. To date, users have traveled nearly 20,000 miles and an additional 8 stations are planned.

TRANSIT-ORIENTED DEVELOPMENT
$750 million dollars in transit-oriented development is fueling growth in Downtown Orlando, including:
• Crescent Central Station, a mixed-use project that incorporates several public spaces, is positioned directly east of the new SunRail platform at Lynx’s Central Station, providing direct access to SunRail, LYMMO and LYNX and nearby mobility options including Interstate 4, Juice Bike Share, Gertrude’s Walk and Car Share.
• Florida Hospital Health Village, a 20-year master plan that includes the development of the 400,000 square-foot Women’s Pavilion, 52,000 square-foot Translational Research Institute and 248-unit community at the Ivy Residences.
• Near Orlando Health’s SunRail stop, the Hampton Inn & Suites, a 126-room hotel, is under construction and future plans include the development of a 7-story, 80,000 square-foot medical office building, which will have retail space on the ground floor and a 350-space interior parking garage.

DOWNTOWN JOBS AND INDUSTRY
“Our lineup of businesses includes a balance of both big players and small players.”

BUILDING BUSINESS IN PARRAMORE
• In the past year, more than 25 new businesses have opened in Parramore including Chef Eddie’s, Design House of Colour and the Shoppes of Parramore Avenue.
• More businesses are set to open like Broken Strings and Black Cauldron breweries planned to open in early 2016.

ATTRACTING NATIONAL HEADQUARTERS
• Red Lobster relocated its Restaurant Support Center to Downtown Orlando, bringing more than 300 employees. Red Lobster’s new home includes a Culinary Development Center where 1,600 employees train in Orlando each year.
• PowerDMS, a software company, decided to locate in Downtown Orlando because of UCF’s unique ability to supply talent. Today, PowerDMS employs more than 80 Orlando residents and serves more than 300,000 users at 1,700 companies, including the Orlando Police Department.
• SightPlan, a local Orlando tech company that was started in the City’s incubator, recently chose Downtown Orlando to grow its national headquarters. SightPlan will create 28 new jobs in the next three years in its development, support, sales and marketing departments.

GROWING TECHNOLOGY COMPANIES
• The Church Street Exchange has been transformed into a co-working community with more than 100 tech companies like Canvs, Echo Interaction Group, Plan Source and The Iron Yard.
• Canvs, our Downtown tech co-working space celebrated its first anniversary in August 2015 and is home to 106 tech companies and 186 tech workers.
• Starter Studio, a tech accelerator in Downtown started in 2013, has a portfolio of 19 companies that have generated more than $2.7 million in revenue and employ 52 high-tech workers. Starter Studio will graduate its 4th class of 10 companies on November 5, 2015.

INVESTING IN SMALL BUSINESSES
• The City’s Downtown Orlando Main Street Districts – Church Street and Thornton Park - continue to fuel growth in Orlando’s urban core, including:
  • Opening 26 new businesses and expanding 3.
  • Creating 550 full and part-time jobs.
  • Investing 6,253 volunteer hours.
  • Completing more than $7.3 million in new construction and improvements.
Last week, the City launched a Small Business Digital Permitting Tool that will help small business owners open or expand their business. The new online website is open 24/7 and aims to make complex projects, like starting a new business, easier to understand and navigate. Entrepreneurs and business owners can find the new site at business.cityoforlando.net.

KEEPING DOWNTOWN SAFE
“As Downtown continues to grow, we continue to grow safer and enhance the services we provide.”

LATEST CRIME STATS
Compared to last year at this time, crime continues to decline in Downtown’s Central Business District and Parramore including:
• Overall crime is down nearly 11%
• Murders are down 50%
• Robberies are down more than 26%
• Burglaries are down more than 8%

NEW ORLANDO POLICE HEADQUARTERS
• The new 96,000 square-foot, state-of-the-art facility will improve department operations, utilize the latest technology and make interacting with officers easier by bringing the Orlando Police Department even closer to the community.
• Expected to be completed in 2016, this new location will not only further enhance the City’s public safety efforts, but will also help to advance revitalization efforts in the Parramore community.
• The public plaza area will feature the ninth SEE ART ORLANDO sculpture, Wings of Protection, and provide a place for hosting community events and ceremonial activities at the Orlando Police Department headquarters.

NEW ORLANDO FIRE STATION 2 – “THE PRIDE OF PARRAMORE”
• The new Fire Station 2 will provide Parramore residents with a centrally-located, modern facility, delivering top-rated fire and medical service to the community.
• The 12,031 square-foot, state-of-the-art fire station will be home to 33 firefighters and equipped with the latest in technology and space to accommodate multiple, specialized units and equipment.
• The new station is estimated to be complete in summer 2016.

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REVITALIZING PARRAMORE
“Fundamental to the success of Parramore is to ensure affordable housing options for all of our residents.”

PARRAMORE REDEVELOPMENT
• The City will issue a request for proposals for a 6-acre site in the heart of Parramore located across from Z.L. Riley Park on South Parramore Avenue on November 2, 2015.
• The vision for this development is a variety of residential building types including apartments and townhome-style units that will offer affordable housing, permanent supportive housing and market rate housing.

PROVIDING INCREASED AMENITIES
“Project DTO made it clear that there is a need for more green space.”

EXPANDING PARK AND GREEN SPACE
• The City is working with the Florida Department of Transportation to build a park under Interstate 4 that will serve as a community connecting point. This second urban park will focus on sports, entertainment and arts and create a new Downtown amenity and gathering place for our community.

• Earlier this month, the City announced a plan that will allow for the preservation of the green space in Downtown Orlando at Constitution Green and will also save the historic live oak tree located there.

• Next month, in November, the City will launch its One Person, One Tree initiative to further enhance Orlando’s Urban Forest by providing free trees to residents to plant and increase the City’s tree canopy to 40 percent, growing a better future for our community.