




Orlando
MAIN STREET

ANNUAL
REPORT

2010

MESSAGE FROM THE MAYOR



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Dear Friend,

I am pleased to present the 2010 Orlando Main Street annual report which celebrates the accomplishments of the Orlando Main Street program over the last year.

Orlando's five Main Street districts – Audubon Park Garden District, College Park Partnership, Downtown South, Ivanhoe Village and Mills 50 – are important for a number of reasons. Our Main Street districts are economic engines that create jobs and provide convenient access to the goods and services people depend on. These districts help retain investment in our City's distinct neighborhoods. And, Main Street districts are the places of shared memory and where people come together to live, work and play.

I am pleased to report that since the program's inception, and amid the worst recession since the Great Depression, Orlando's five designated Main Street districts continue to generate new investment and create new jobs for our residents.

Orlando Main Street program successes include the investment of more than \$138 million and the addition of more than 1,000 full and part-time jobs and 177 new businesses. We are fortunate to have such strong neighborhood commercial corridors in Orlando driving our region's economy by providing jobs, goods and services for our residents.

Community participation is one of the key ingredients to the program's success. During the past three years, more than 16,668 volunteer hours have been contributed to the Orlando Main Street program, representing a value of more than \$300,000 according to the Bureau of Labor Statistics. I would like to express my gratitude to the businesses and residents that provide volunteer, in-kind and financial support to each of our Main Street districts.

The Orlando Main Street program continues to have a positive impact on our local economy and the quality of life for our residents. I am pleased to see the work we have accomplished during the past three years and I look forward to what the future holds for the Orlando Main Street program.

Sincerely,

A handwritten signature in black ink that reads "Buddy Dyer". The signature is fluid and cursive.

Mayor Buddy Dyer



what is MAIN STREET?

Established in 2007 by the City of Orlando, the Orlando Main Street program is dedicated to empowering neighborhood business districts within the City to maintain, strengthen and revitalize their unique physical, economic, historical and cultural characteristics.

When a district participates in the revitalization effort, the entire community experiences renewed vitality and enhanced economic performance. Benefits of the Main Street program include:

- Increasing sales and returning revenues to the district
- Creating a positive and unique district image
- Creating visually appealing and functional buildings
- Attracting new businesses
- Developing new housing opportunities
- Creating new jobs
- Increasing investment in the district
- Preserving historic resources

The Orlando Main Street program selects commercial districts on a competitive basis to become officially designated Main Street programs. These districts receive technical support and training needed to restore their district back to a center of activity and commerce, including:

- Volunteer and program manager training
- Advanced training on issues specific to each district, such as marketing and promotion, business recruitment, volunteer development, market analysis, design, historic preservation and fundraising
- On-site visits to help each district develop its strengths and plan for success
- Materials such as manuals and slide programs
- Linkages to other city, national and state Main Street programs and resources



“Funding available from the Main Street program helps each of our small business districts celebrate their unique qualities, and helps create a shared vision of a sense of place.”

Commissioner Patty Sheehan, District 4



MAIN STREET BY THE NUMBERS

ACTIVITY TRACKED WITHIN ORLANDO MAIN STREETS

FISCAL YEARS 2007-2008, 2008-2009 and 2009-2010 CUMULATIVE		FISCAL YEAR 2010
Number of Districts	5	5
Dollars Reinvested in Improvements	\$138,381,552	\$53,530,487
Average Investment per District	\$26,676,310	\$10,706,097
Net New Business	177	99
Net New Full-Time Jobs	677	349
Net New Part-Time Jobs	343	184
Business Expansions	12	5
Building Rehab Projects	241	114
Reinvestment Ratio	\$421	\$163
Volunteer Hours Donated	16,688	8,247
New Housing Units Created	306	5
VALUE OF VOLUNTEER HOURS	\$337,027	\$167,002

The cumulative success of the Main Street Approach® and Main Street programs on the local level has earned a reputation as one of the most powerful economic development tools in the nation. The National Trust Main Street Center and Main Street Coordinating Programs annually collect statistical information on economic activity in local Main Street programs nationwide. The figures in this report are for the Orlando Main Street program districts and are obtained through personal interviews with district businesses and the City of Orlando's departments involved in these activities.

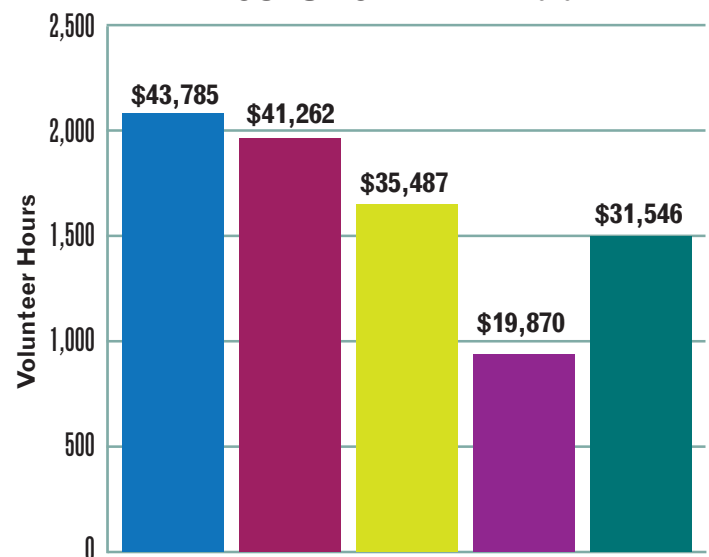
These cumulative figures include \$114,098,330 worth of improvements made at Florida Hospital (Ivanhoe Village) and Orlando Health (Downtown South). Florida Hospital and Orlando Health are those district's key stakeholders and two of Orlando's largest employers.



“The success of the Main Street program not only continues to strengthen our commercial districts, but in doing so, adds value to surrounding residential neighborhoods. A strong local business economy draws in visitors and new businesses that create a vibrant place for residents to shop locally and helps to increase property values for surrounding homes. It serves to build a complete community.”

Commissioner Robert F. Stuart, District 3

ORLANDO MAIN STREET VOLUNTEER HOURS DONATED IN 2010



*2009 Value of a Volunteer Hour: \$20.85 (Bureau of Labor Statistics)

■ Audubon Park ■ College Park ■ Downtown South
■ Ivanhoe Village ■ Mills 50

MAIN STREET EVENTS

A commercial district is more than a collection of businesses; it is a center of civic life for everyone who lives, works and plays in that district. In 2010, the Orlando Main Street districts hosted the following events:

AUDIRON PARK GARDEN DISTRICT

Event	Attendance
Pooches and Pilsners (February)	300
And Now for Something	
Completely Different (May)	350
Bastille Day (July)	750
Zombitoberfest (October)	1,000

COLLEGE PARK PARTNERSHIP

Event	Attendance
Jazz Fest (November)	4,000
Holiday on the Drive (December)	3,000

DOWNTOWN SOUTH

Event	Attendance
Family Fall Festival (October)	1,800
Business for Breakfast (January)	42
Reservation Run (February)	468
Clean Up Day (March)	57
Business for Breakfast (April)	37
Annual Membership Social (May)	163
Business for Breakfast (July)	14
Sketch-Up Training (August)	27

IVANHOE VILLAGE

Event	Attendance
Quarterly Social	60
4th Fest (July)	450-500
Monthly First Fridays (Each month)	200
Autumn Fair (October)	250
Jingle Eve (November)	2,200

MILLS 50

Event	Attendance
Pub Crawl (June)	40
Pub Crawl (August)	40
Taste of Mills (September)	200
GreenFest (November)	700
Jingle'n Mingle (December)	200



“I represent much of the south Downtown area and helped to organize the Downtown South Main Street several years ago. At the time, we all hoped that Downtown South would help to attract locally-oriented businesses, create jobs and bring the community together. It has done exactly that. Downtown South has worked with individual businesses and participated in important area-wide discussions about long term improvements for the area neighborhoods and local business community. It has been a real community contributor and I know that it will continue to do great things for the community.”

Commissioner Phil Diamond, District 1





AUDUBON PARK GARDEN DISTRICT

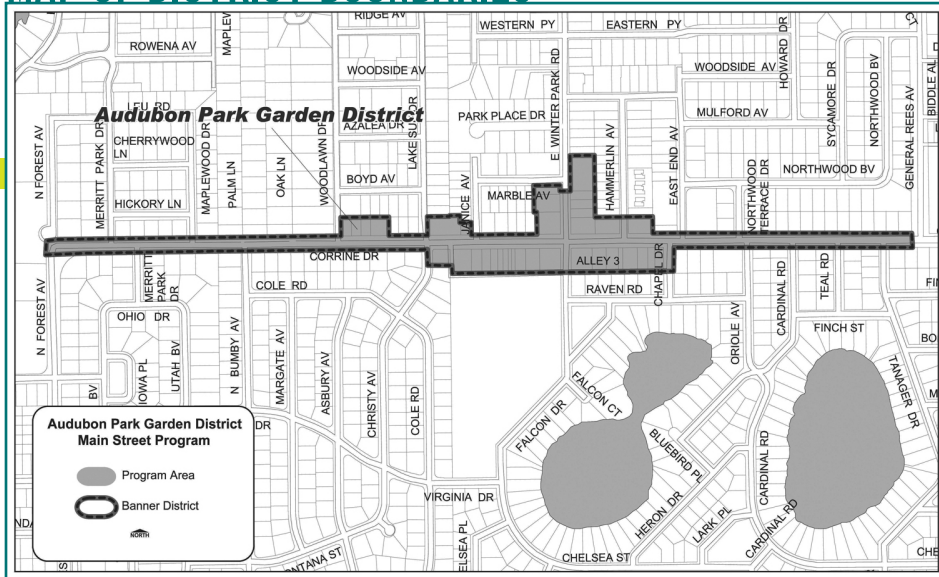
Audubon Park is a traditional Orlando neighborhood of just more than 900 homes, located northeast of Downtown Orlando. The neighborhood boasts three lakes - Lake Dee, Lake Shannon and Druid Lake - and is known for tree-lined streets and assorted architectural styles. The Audubon Park Garden District is a unique neighborhood commercial district made up of one-story 1950s shopping centers built in response to the nearby former U.S. Strategic Air Command base. These structures were constructed with concrete and steel reinforced rooftops capable of being used as helicopter landing pads. The buildings once had ladders leading to the roofs so that personnel could climb to the top and be air-lifted out in case of a cold war attack. Today, these historic military-inspired buildings are filled with an intriguing mix of individual shops, restaurants and friendly, locally-owned businesses, all within walking distance of beautiful Harry P. Leu Gardens.

2010 ACCOMPLISHMENTS

- Beautified district medians with Florida native plants.
- Awarded a Mayor's Matching Grant for four plaza wayfinding signs. These stylish signs allow motorists and pedestrians to see what shops are in the two plazas along Corrine Drive.
- Coordinated with the City to repave East Winter Park Road.
- Hosted unique events aimed at drawing thousands of visitors to the district.
- Generated extensive media coverage, both locally as well as throughout the state of Florida, including a mention in the *Chicago Tribune* for Zombtoberfest.
- Beautified the district by installing 20 new planters along Corrine Drive and planted 212 plants in the new planters.
- Encouraged a bicycle friendly environment in the district by installing one new bike rack in front of O'Stromboli.
- Served as a liaison for businesses and the City of Orlando regarding public works, permitting and special events.
- Launched an organic community garden on the grounds of the former Audubon Park Elementary School in partnership with Orange County Public Schools.
- 14 Audubon Park Garden District businesses were honored in the "Best of" awards hosted by *Orlando Weekly*.
- Launched a quarterly newsletter to connect residents and businesses.



MAP OF DISTRICT BOUNDARIES



"I have experienced success with the Audubon Park Garden District. The events the district hosts are great and have helped me promote my business tremendously. The district manager is always very helpful and she is a great people connector. I love having my business be part of the Audubon Park Garden District and I would highly recommend any small business join the district and participate in events to gain exposure."

*Julie Prince, Owner,
Fit Women of Orlando*

AUDUBON PARK BY THE NUMBERS

Fiscal Year 2009 - 2010	
Total Number of Improvements	10
Total Capital Investment	\$114,050
New Businesses Opened	10
Jobs Created	21
Private Dollars Invested	\$20,040

**The figures in this report are for the Orlando Main Street program districts and are obtained through personal interviews and the City of Orlando's departments involved in these activities.*

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COLLEGE PARK PARTNERSHIP

College Park, located two miles northwest of Downtown Orlando, is a traditional neighborhood commercial district that fuses an urban lifestyle with a small town atmosphere. College Park's wide selection of services, bungalow-style homes, brick tree-lined streets and many parks and lakes create a vibrant lifestyle and a comfortable place for residents to call home.

Edgewater Drive hosts a dynamic mix of growing businesses, retailers, restaurants and entertainment venues. College Park also serves as host for some of Orlando's most distinct annual events that bring the community together, including the popular College Park JazzFest.

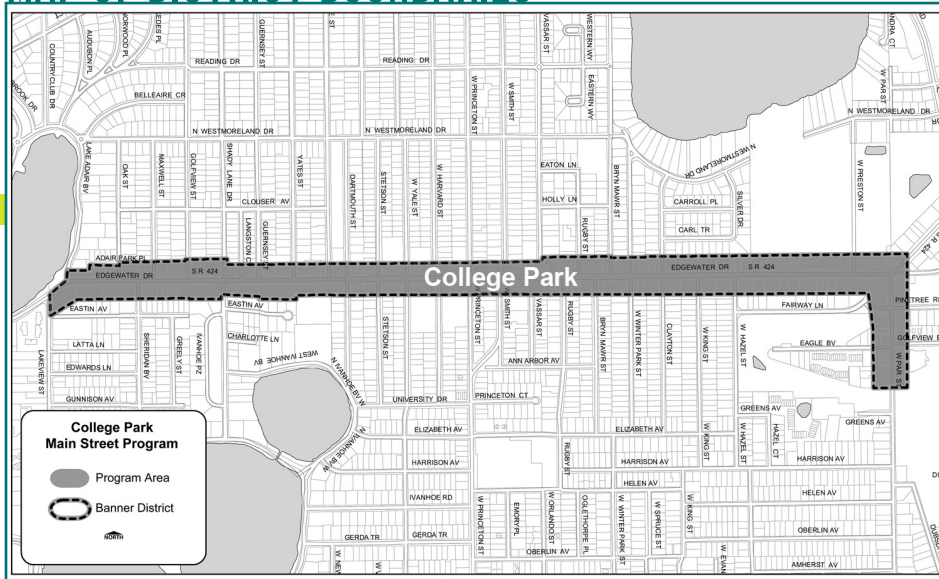
There's a vibrancy in College Park characterized by optimism, shared values and a visible sense of community pride. College Park embraces a hometown lifestyle that welcomes everyone to "Enjoy life along the Drive."

2010 ACCOMPLISHMENTS

- Produced the College Park JazzFest, garnering more than \$15,000 in major sponsorships and donating more than \$4,000 of the event proceeds to 12 College Park organizations. Received Arts and Culture Grant from the State of Florida to host the event.
- Hosted unique events aimed at drawing thousands of visitors to the district.
- Established the College Park Farmers Market, one of only two "all local" farmers markets in Orange County.
- Increased Facebook contacts by more than 80%.
- Hosted quarterly socials to raise awareness about the College Park Partnership and give businesses an opportunity to network.
- Increased membership over the previous year by more than 15%.
- Established an awards program for members and businesses who contributed their time and resources to the College Park Partnership.
- Participated in the Edgewater High School homecoming festivities by sponsoring a Homecoming Float contest with cash prizes to clubs, teams and schools for the best entries.
- Hosted a window decorating contest during the holidays to encourage a festive atmosphere throughout the district.
- Hosted a Crime Prevention Workshop with OPD.
- Held a silent auction at the College Park Neighborhood Association's annual Sunday in the Park.
- Produced a monthly newsletter to connect residents and businesses.
- Encouraged a bicycle friendly environment by installing two bike racks in College Park.
- Created "Another New Business on the Drive" sign to welcome new businesses to the district.
- Assisted businesses with applying to receive grants through the City of Orlando's façade program.



MAP OF DISTRICT BOUNDARIES



“Our involvement in the College Park Partnership Main Street Program has dramatically increased our exposure in the local community and introduced us to the other local business owners so that we can collaborate in marketing the College Park area to potential customers.”

*Brad Cowerd, co-owner
Infusion Tea*

COLLEGE PARK BY THE NUMBERS

Fiscal Year 2009 - 2010

Total Number of Improvements	19
Total Capital Investment	\$1,771,642
New Businesses Opened	20
Jobs Created	112
Private Dollars Invested	\$63,955

**The figures in this report are for the Orlando Main Street program districts and are obtained through personal interviews and the City of Orlando’s departments involved in these activities.*

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DOWNTOWN SOUTH

Downtown South is a business district surrounded by many of Orlando's historic neighborhoods known for their lakes, walkable parks and streets. Orlando Health, one of Orlando's oldest hospitals has served as a mainstay of the district since 1918. One of Orlando's historic railroad stations is nestled within this community which is within one mile of Downtown Orlando.

Neighbors have joined forces with property owners and merchants revitalizing the Orange Avenue and Michigan Street corridors to celebrate this vibrant community where residents live, shop, work and play.

With the growing number of renovations and additions to the commercial district, Downtown South could easily be defined as an emerging market. Small retail and mixed-use projects are creating a new look and tone. Many large retail chains have recently invested in Downtown South, though a generous amount of boutique-style shops and mom-and-pop restaurants offer diverse options.

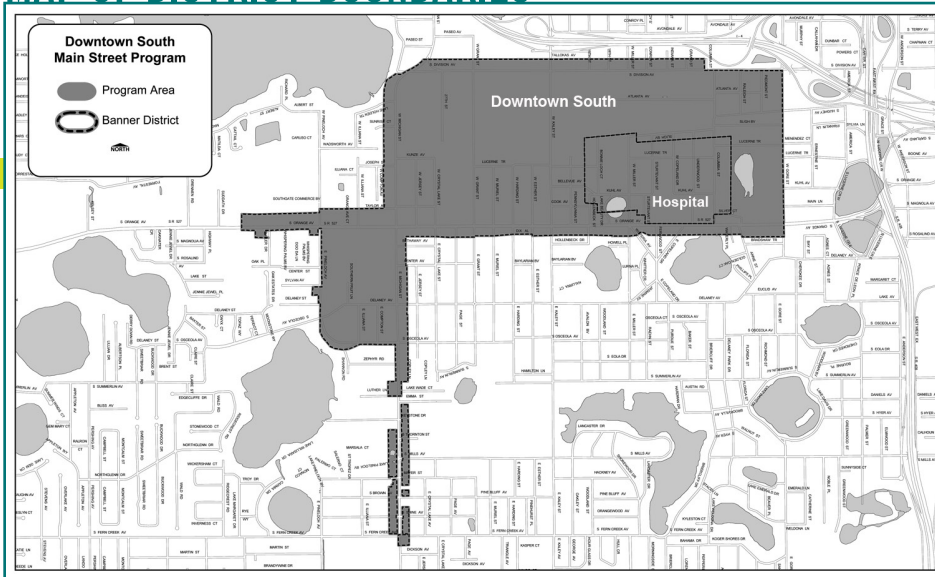


2010 ACCOMPLISHMENTS

- Received National Main Street Accreditation.
- Achieved status as a 501(c)3 non-profit organization.
- Received Google SketchUp-Igloo Studios Main Street in 3D Pilot Project Grant to provide training for 21 participants including Orlando Main Street programs to SketchUp the area on Google Earth.
- Collaborated with the City of Orlando to develop a Vision Plan for Downtown South.
- Organized a street clean-up day with more than 30 residential and business volunteers.
- Designed and implemented a mini-streetscape at Family Fall Festival.
- Participated in the City of Orlando's Downtown South Neighborhood Improvement District Exploratory Committee.
- Established and awarded Downtown South Business Awards.
- Established and hosted business networking socials at local member businesses.
- Hosted Quarterly Business Breakfasts as an educational vehicle for business owners.
- Provided A-frame signs to recognize and welcome new businesses to the area.
- Established a Community Partner Membership Program.
- Held volunteer recruitment event yielding an additional 20 volunteers for the Committees of Downtown South.
- Co-presented Reservation Run 5K with Boone High School, which included 400 runners.
- Hosted 2nd annual Member Social.
- Published electronic monthly newsletters, distributed to more than 1,500.
- Increased social media presence.
- Created a walking map with Get Active Orlando with two mile and four mile exercise paths throughout the district.



MAP OF DISTRICT BOUNDARIES



DOWNTOWN SOUTH BY THE NUMBERS

Fiscal Year 2009 - 2010

Total Number of Improvements	49
Total Capital Investment	\$27,823,371
New Businesses Opened	43
Jobs Created	268
Private Dollars Invested	\$24,349

*The figures in this report are for the Orlando Main Street program districts and are obtained through personal interviews and the City of Orlando's departments involved in these activities. These figures include \$19,447,258 worth of improvements completed by Orlando Health, which is one of Downtown South's key stakeholders and one of Orlando's largest employers.



"Having been involved in Downtown South for a little more than a year now, I can truly see the positive impact this organization has in the community in which we live, work and serve.

The ideas and commitment that the four Downtown South Committees have in place for 2011 will undoubtedly add significant value to Downtown South this year and for many years to come. Being involved in our local community is a top priority of the company I work for. I strongly encourage every resident and business owner, manager and leader to be a part of Downtown South and ultimately help improve this great community."

*-Jeremy Pullen
Assistant Vice President,
Branch Manager
M&I Marshall and Ilsley Bank*

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IVANHOE VILLAGE

Nestled in one of Orlando's most treasured historic neighborhoods and anchored by beautiful Lake Ivanhoe, Ivanhoe Village is filled with antique stores, art galleries, design centers, master craftsmen, restaurants and retail shops. Ivanhoe Village has something for everyone, including outdoor dining, children's shops, a vintage record shop, an award-winning day spa, a bike shop, jewelry and more located in one district on the northern edge of Downtown Orlando.

The current retail uses in the district are predominately located on Orange Avenue. The buildings are oriented in a traditional pattern of small-scale one- and two-story storefront buildings facing the street, along sidewalks emphasizing pedestrian access. Most buildings display characteristics of the Art Deco style with streamlined curves and forms that articulate the façade.

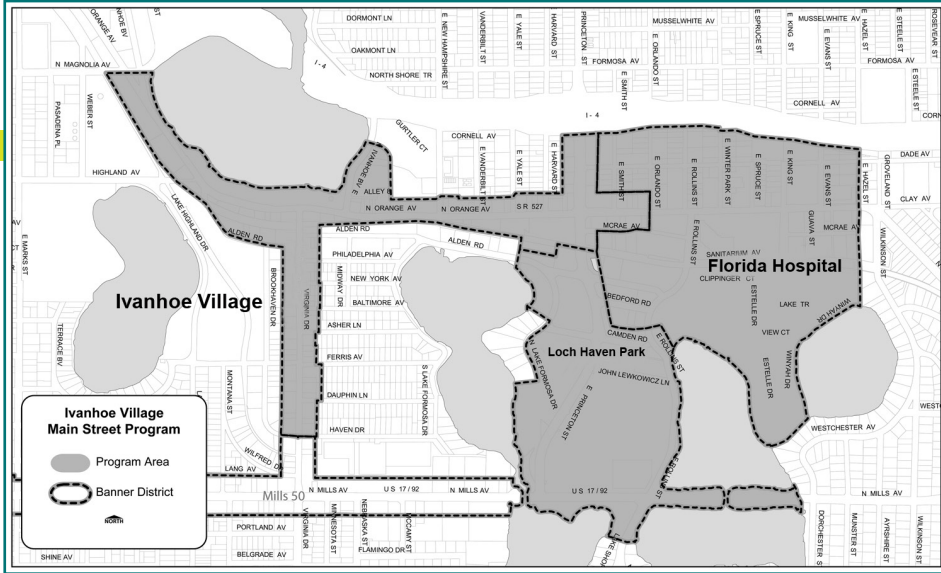
Entrance to this district is marked by a replica Statue of Liberty poised in an island of tropical plantings and flowers. Formerly known as Antique Row, this district is reinventing itself to include Ivanhoe Row, Virginia Avenue, Loch Haven Park and the Florida Hospital Health Village. The district is home to Florida Hospital, The Orlando Ballet, Orlando Philharmonic Orchestra, The Ronald McDonald House, Orlando Museum of Art, Orlando Science Center, The Mennello Museum of American Art and Orlando Shakespeare Theatre.

2010 ACCOMPLISHMENTS

- Orange Avenue property owners repainted their buildings, creating an Art Deco feel in the district.
- Collaborated with LYNX on their proposed LYMMO expansion project through Ivanhoe Village.
- Coordinated with the City to enhance street signs on Orange Avenue and to add off-street parking wayfinding signs.
- Created an urban trail map of the district through a partnership with Get Active Orlando.
- Provided more than 900 hours of volunteer work for the Ivanhoe Village community.
- Established a district banner program to create a unique sense of place in the district.
- Conducted a district clean-up day with 35 volunteers to trim overgrown trees and bushes.
- Hosted unique events aimed at drawing thousands of visitors to the district.
- Hosted a Strategic Marketing Seminar for Ivanhoe Village Main Street business members.
- Began producing an e-Newsletter reaching more than 240 people.
- Increased representation on the Board with two new Board Liaison seats.
- Recruited a Volunteer Coordinator and 13 new committee members.
- Recruited 39 new business members.
- Increased social media contacts to a total of 804 followers.
- Created a business survey to determine member needs and better define the district's role in strengthening the local economy.
- The Design Committee began a fundraising campaign to raise money for ambient street lighting for business facades.



MAP OF DISTRICT BOUNDARIES



“The Main Street program reminds me that so much more can be accomplished by a community than by one individual. Creating events, like our First Friday Art Stroll, benefit merchants as one entity.”

*Michele Petno, Owner
Mosaic Arts*

CONTACT:

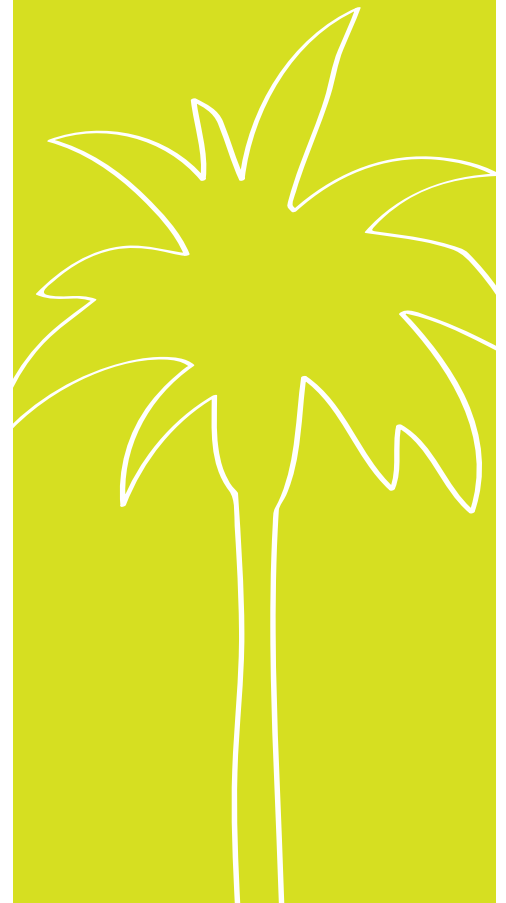
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www.ivanhoevillage.org

IVANHOE VILLAGE BY THE NUMBERS

Fiscal Year 2009 - 2010

Total Number of Improvements	29
Total Capital Investment	\$23,163,324
New Businesses Opened	29
Jobs Created	99
Private Dollars Invested	\$23,890

**The figures in this report are for the Orlando Main Street program districts and are obtained through personal interviews and the City of Orlando’s departments involved in these activities. These figures include \$21,167,619 worth of improvements completed by Florida Hospital, which is one of Ivanhoe Village’s key stakeholders and one of Orlando’s largest employers.*





MILLS 50

Taking its name from the intersection of Mills Avenue (17-92) and State Road 50 (Colonial Drive), Mills 50 Main Street is a centrally-located, unpretentious yet trendy urban district that has evolved organically over many years within the City of Orlando. Pulsating from this busy and compact crossroads is a vibrant, culturally diverse, progressively-minded and eclectic mix of artists, restaurants, businesses, specialty shops, markets, neighborhoods and residents.

Along Mills Avenue, Colonial Drive and nearby smaller neighborhood cross-streets, visitors will discover a unique blend of independent businesses that specialize in holistic living services, massage therapy, yoga, spiritual healing, acupuncture and martial arts as well as tattoo studios, palm readers, visual artists, design studios, photographers, hair salons, restaurants, bakeries, bars and shops that sell teas, fresh roasted coffee and fine wines.

The cultural cornerstone of the Mills 50 District is the active Asian community. Mills 50 is home to many Asian markets and restaurants offering Chinese, Japanese, Thai, Korean, as well as both North and South Vietnamese groceries and menu items. Mills 50 is also home to many unofficial Orlando landmarks including Colonial Photo & Hobby, Wally's Mills Avenue Liquors, The Historic Cameo Theater and Track Shack. This area is a diverse, urban destination that is popular for its affordable and unique concentration of dining, retail and cultural options - virtually impossible to find anywhere else in Orlando.

2010 ACCOMPLISHMENTS

- Beautified Mills Avenue by purchasing and planting eight Chinese fan palms at the intersections of Mills Avenue and Marks Street and Mills Avenue and Lake Highland Street.
- Established a district banner program with the assistance of a \$4,000 Mayor's Matching Grant. The banners displayed along Mills Avenue and Colonial Drive create a unique sense of place in the district.
- Received approval from the City of Orlando to paint 10 transportation engineering utility cabinets, transforming them into pieces of art. A call for artists will be conducted in early 2011.
- Increased social media presence, including Facebook and Twitter followers to more than 800.
- Published electronic newsletters, on a bi-monthly basis and distributed to more than 900 Mills 50 supporters.
- Beautified the district by installing 12 concrete planters in front of various Mills 50 businesses.
- Produced the annual "Taste of Mills 50," a district signature event, which attracted more than 200 attendees.
- Encouraged a bicycle friendly environment in the district by installing three bike racks.
- Produced "GreenFest," a sustainability festival featuring a composter and water cistern truckload sale. More than 700 units were sold to area residents, at a substantial savings.
- Created and produced Mills 50 Jingle'n Mingle, a new holiday event, which featured arts, crafts and food vendors as well as entertainment.
- Created an architectural inventory of buildings by identifying styles and those of historic significance within the district.



MAP OF DISTRICT BOUNDARIES



"It has been great partnering with Mills 50 to embrace and promote the uniqueness of the district in which our members work and live. We look forward to working together in the future and continuing this relationship in our efforts to build upon our community of which we can all be proud."

Wendy Mayer, AVP/Branch Manager, CFE Federal Credit Union

MILLS 50 BY THE NUMBERS

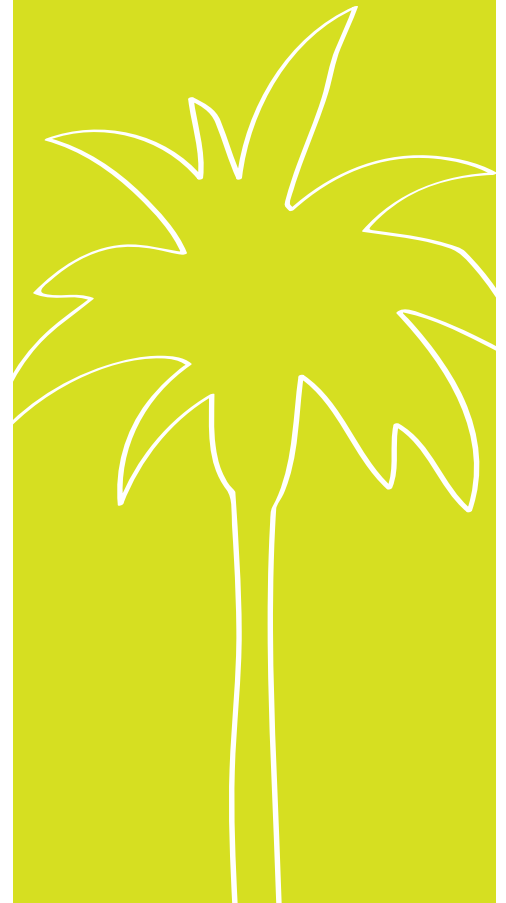
Fiscal Year 2009 - 2010

Total Number of Improvements	17
Total Capital Investment	\$658,100
New Businesses Opened	19
Jobs Created	113
Private Dollars Invested	\$13,500

**The figures in this report are for the Orlando Main Street program districts and are obtained through personal interviews and the City of Orlando's departments involved in these activities.*

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ORLANDO MAIN STREET

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CITY OF ORLANDO
ECONOMIC DEVELOPMENT