

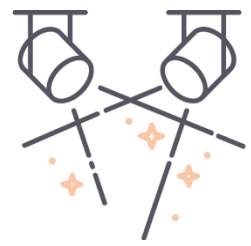
# **City of Orlando Economic Development**

***SODO Developer Forum  
June 4, 2018***





# Spotlight on Orlando



- Orlando ranked No. 1 place to buy a home – *Forbes*, 2018
- Orlando ranked No. 2 city for future job growth – *Forbes*, 2017
- Orlando ranked No. 4 in small business growth – *Yelp Economic Outlook*, 2017
- Orlando named top No. 2 on list of fastest growing cities – *Forbes*, 2017
- Orlando ranked No. 2 on list of fastest growing economies – *Forbes*, 2017
- Orlando ranked No. 2 for job seekers – *Money*, 2017





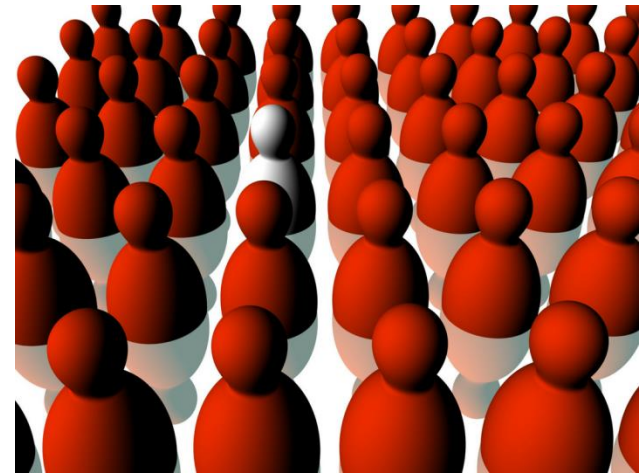
- Creative Village
- Downtown Revitalization
- Orlando International Airport Expansion
- Lake Nona Medical City
- Packing District



# City of Orlando Economic Development Department

Comprised of five divisions that creates a team approach and enhances communication regarding development within the City:

- Business Development
- City Planning
- Code Enforcement
- Downtown Development Board/Community Redevelopment Agency
- Permitting Services



# State, City & Downtown Economic Development Programs



# State & Federal Programs

- HUB Zone (Federal Designation)
- **Qualified Target Industry Tax Refund Program (QTI)**
- **Urban Job Tax Credit Program**
- Incumbent Worker Training (IWT)
- Quick Response Training (QRT)
- Orlando Economic Enhancement District  
✓ (Brownfield )
- Capital Investment Tax Credit





# Qualified Target Industry Tax Refund Program

*Tax refund for creation of high wage, new to Florida jobs.*

- Jobs must be within targeted industries identified by the State
- Minimum of 10 new jobs
- Average wage of at least 115% of State or local wage
  - ✓ State: \$53,298
  - ✓ 20% local match required
- Must be clear inducement
- Out of State competition



# Urban Job Tax Credit Program



- Designed to encourage job creation in Florida's urban areas.
- \$1,500 per employee  
\$2,000 per employee from Florida's Welfare to Work program (WAGES)
- Available to businesses relocating or expanding employment within the City's designated UJTCA. Must expand employment by 10% or if new business, create a minimum of 10 jobs.
- Credit can be taken against the Florida Corporate Income Tax or the Florida Sales and Use Tax.
- Business must fall within a specific SIC code.




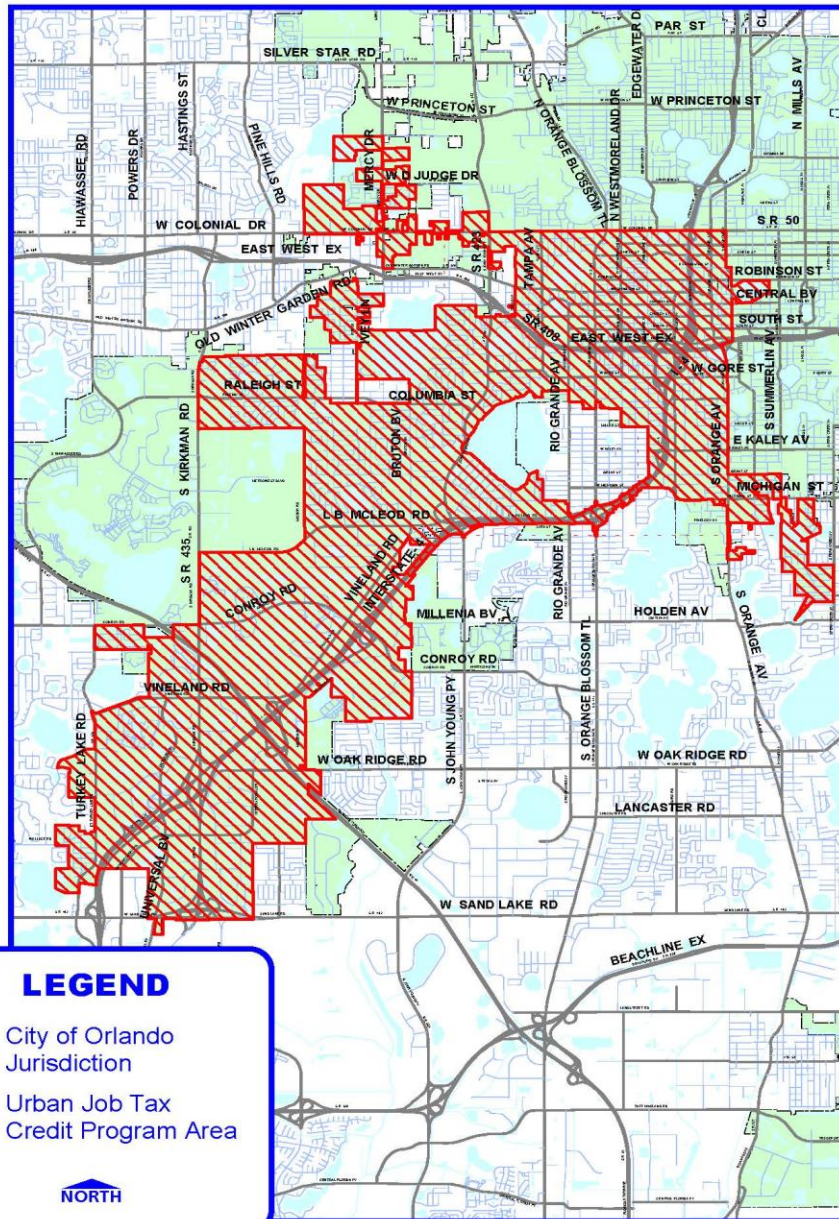


# Urban Job Tax Credit Program Area

**LEGEND**

-  City of Orlando Jurisdiction
-  Urban Job Tax Credit Program Area

 NORTH



March 2009



# City of Orlando

## Business Assistance Programs

- **Business Assistance Program**
- **Small Business Façade, Site Improvement and Adaptive Reuse Program**
- **Not For Profit Impact Fee Assistance Program**
- **Transportation Impact Fee Waiver**
- **Downtown/CRA Programs**
  - ✓ MEBA
  - ✓ Downtown Façade & Building Stabilization
- **Targeted Revitalization Site Redevelopment Pilot Program**



# Business Assistance Program

*Off-sets 50% of permit fees, impact fees & public 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: \$20,000.
- Total number of businesses assisted since 2001: 126
- Total capital investment of BAP clients: \$61+ million
- Total amount of BAP assistance provided: \$1.1 million



# Small Business Facade, Site Improvement and Adaptive Reuse Program

*Designed to provide new and existing commercial property and business owners, in the City of Orlando, assistance with costs related to physical and interior change of use improvements in the City's commercial corridors.*

- Assists new and expanding businesses and commercial property owners within commercial corridors of the City of Orlando through assistance with building façade, site improvements and/or building reuse improvements.
- Assistance must be applied for prior to the commencement of any proposed work.
- Reimburses 50%-80% of costs up to maximum award of \$20,000, \$40,000 or \$50,000.



# Transportation Impact Fee Waiver

*Waiving transportation impact fees for small businesses locating to or expanding into an existing space.*

- Since adoption of the program in 2011, this waiver has reduced financial barriers for **170 businesses** which have expanded or located within the City, **saving an average of \$20,942 per business.**
- The exemption has allowed these businesses to direct more of their money toward growing their business which, in turn, has assisted in the creation of **2,274 jobs** for residents and more than **\$22.9 million capital investment** in the City.



# Targeted Site Revitalization Pilot Program

- Designed to foster redevelopment of catalytic sites throughout the City that have experienced abandonment, blight and/or disinvestment
- Qualifying projects can receive a 10-year, 50% real property tax refund on City portion of new tax increment generated.
- Performance based incentive





# Neighborhood District Programs & Partners



# Orlando Main Street Program



- City funded program beginning in 2008
- Nine Neighborhood Commercial Districts
  - Eight Main Streets
  - One Market Street
- Revitalization of Historic Commercial Districts
- Backbone of local economy
  - \$1,141,711,263 invested in district improvements
  - 1,000 new net businesses
  - 6,144 net full and part-time jobs
  - 100,826 volunteer hours donated



# Digital Development Enhancement and Business Services, Tools & Resources





# Digital Development Services Enhancements

- Open Counter
- Project Dox (Digital Plans submittal for Permitting and Planning)
- Business Tax Receipt Renewals
- Online appointment scheduling



# Permitting Express

- Provide direction, guidance and advocacy for business owners, property owners, contractors and sub-contractors seeking permits for new and expanding small businesses.
- Qualifying projects automatically placed in a separate queue to be reviewed by the dedicated Permitting Express team
- Ultimate goal is to shepherd small business projects through permitting as quickly as possible by removing barriers, simplifying the process and allowing our customers to build relationships and trust with the dedicated team



# Additional Business Services

- **Pre-submittal meetings (Permitting)**
- **Planning/Zoning assistance - Planner on call** available Monday- Friday, 8am-5pm, in person or via telephone (407) 246-2269, option 1
- **Pre-application meetings (Planning)**
- **Drop and Go Permitting** allows revisions and/ trade permit plans to be dropped off without waiting to meet with a Permit Technician
- **Payment plans** available for impact fees
- Bilingual Staff

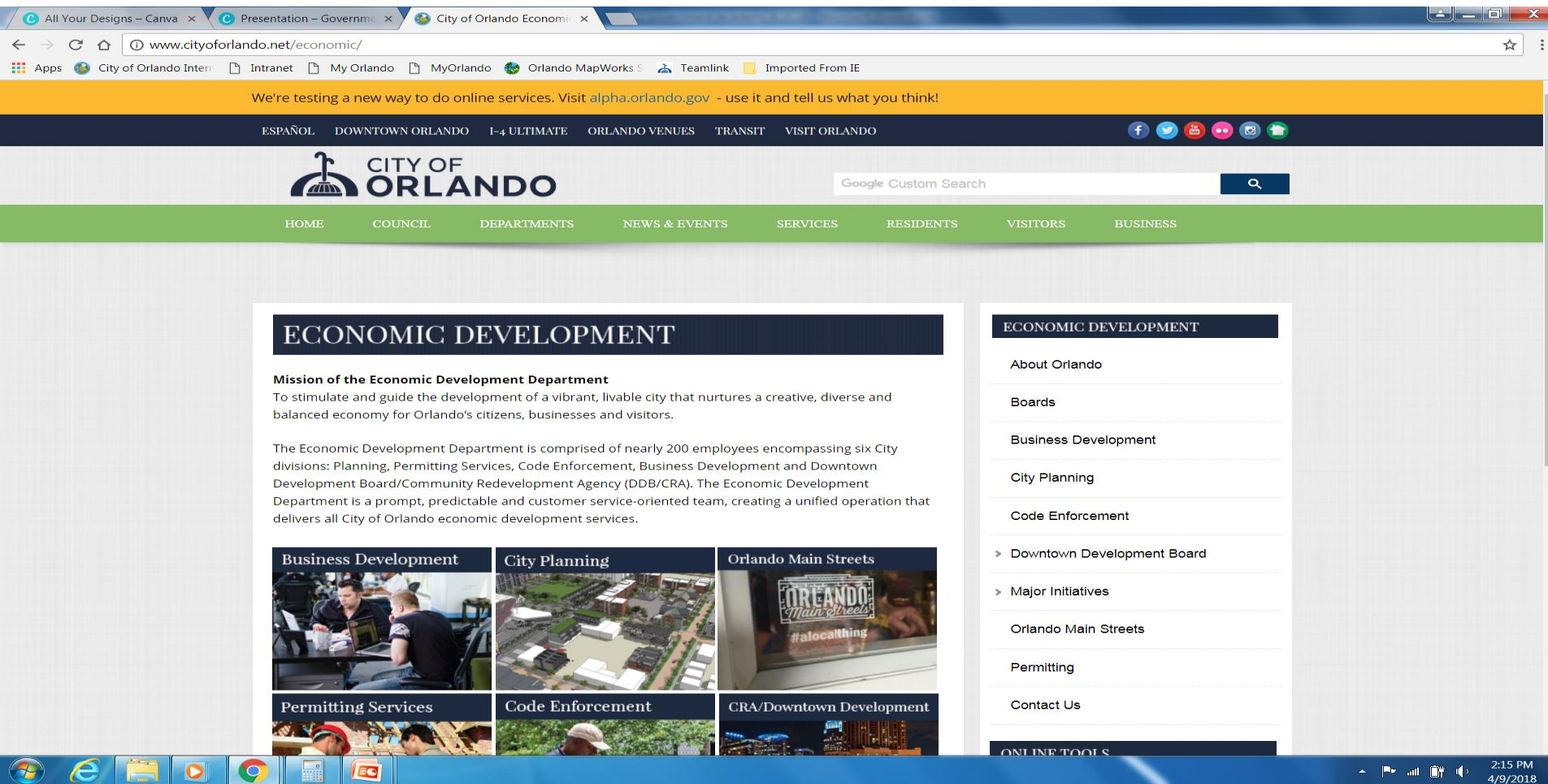




# Tools



# Website



Cityoforlando.net/economic



# Website

The screenshot shows a web browser window with multiple tabs open, including 'All Your Designs - Canva', 'Presentation - Government', and 'City of Orlando Business'. The address bar shows the URL 'www.cityoforlando.net/business-development/'. Below the browser window, a blue banner contains the text 'Cityoforlando.net/business-development/resources'. The website itself features a green navigation bar with links to 'HOME', 'COUNCIL', 'DEPARTMENTS', 'NEWS & EVENTS', 'SERVICES', 'RESIDENTS', 'VISITORS', and 'BUSINESS'. The 'DEPARTMENTS' link is highlighted. The main content area is titled 'Business Development' and includes a sub-header 'Helps businesses to achieve success'. Below this is a large image of two men working on a laptop. To the right of the image are three smaller images labeled 'Orlando Main Streets', 'Permitting Express Initiative', and 'Incentive Programs'. Below these images is a paragraph stating: 'The Business Development Division works to recruit, retain and grow business in Orlando, create jobs for City residents and strengthen neighborhood commercial districts. Our division seeks to:'. To the right of the main content area is a sidebar with a section titled 'ECONOMIC DEVELOPMENT' containing links to 'Business Development', 'Incentive Programs', 'Orlando Main Streets Program', 'Resources', 'Partner Agencies', 'Spotlight on Orlando', and 'Contact Us'. Below this is a section titled 'ONLINE TOOLS' containing links to 'Open a Business', 'Check Permit Status', and 'City Code Lookup'. The bottom of the browser window shows a Windows taskbar with various application icons and a system clock indicating 2:16 PM on 4/9/2018.

www.cityoforlando.net/business-development/

City of Orlando Business Development

Helps businesses to achieve success

Orlando Main Streets

Permitting Express Initiative

Incentive Programs

The Business Development Division works to recruit, retain and grow business in Orlando, create jobs for City residents and strengthen neighborhood commercial districts. Our division seeks to:

ECONOMIC DEVELOPMENT

- Business Development
- Incentive Programs
- Orlando Main Streets Program
- Resources
- Partner Agencies
- Spotlight on Orlando
- Contact Us

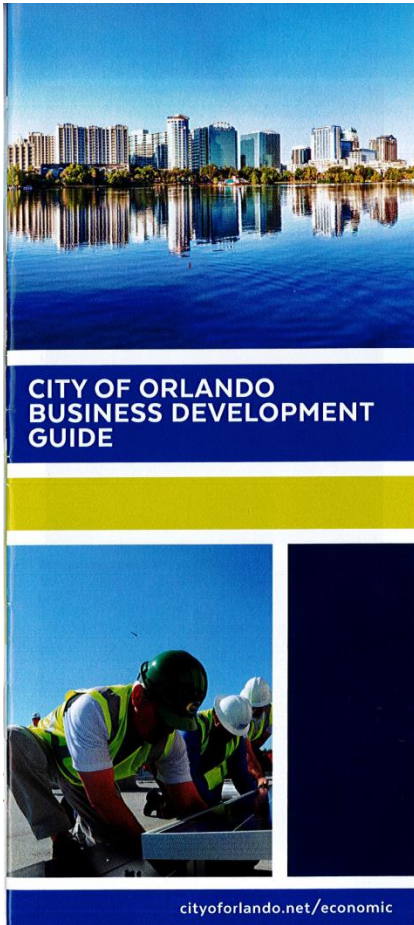
ONLINE TOOLS

- Open a Business
- Check Permit Status
- City Code Lookup

Cityoforlando.net/business-development/resources



# Brochures



# Thank you.

*Kim C. King-Maysonet  
Business Development Assistant Manager  
Business Development Division  
Economic Development Department  
407.246.2721  
Kim.King-Maysonet@cityoforlando.net*

