



CITY OF  
**ORLANDO**  
ECONOMIC DEVELOPMENT





# ECONOMIC DATA

## CITY OF ORLANDO

**INVEST & GROW**



### EDUCATION (Bachelor's Degree or Higher)

**35%**

Orlando MSA - 29.8%



### MEDIAN HOUSEHOLD INCOME

**\$70,747**

Orlando MSA -  
\$51,077



### MEDIAN HOME VALUE

**\$269,900**

Orlando MSA -  
\$229,900



### MAJOR EMPLOYERS



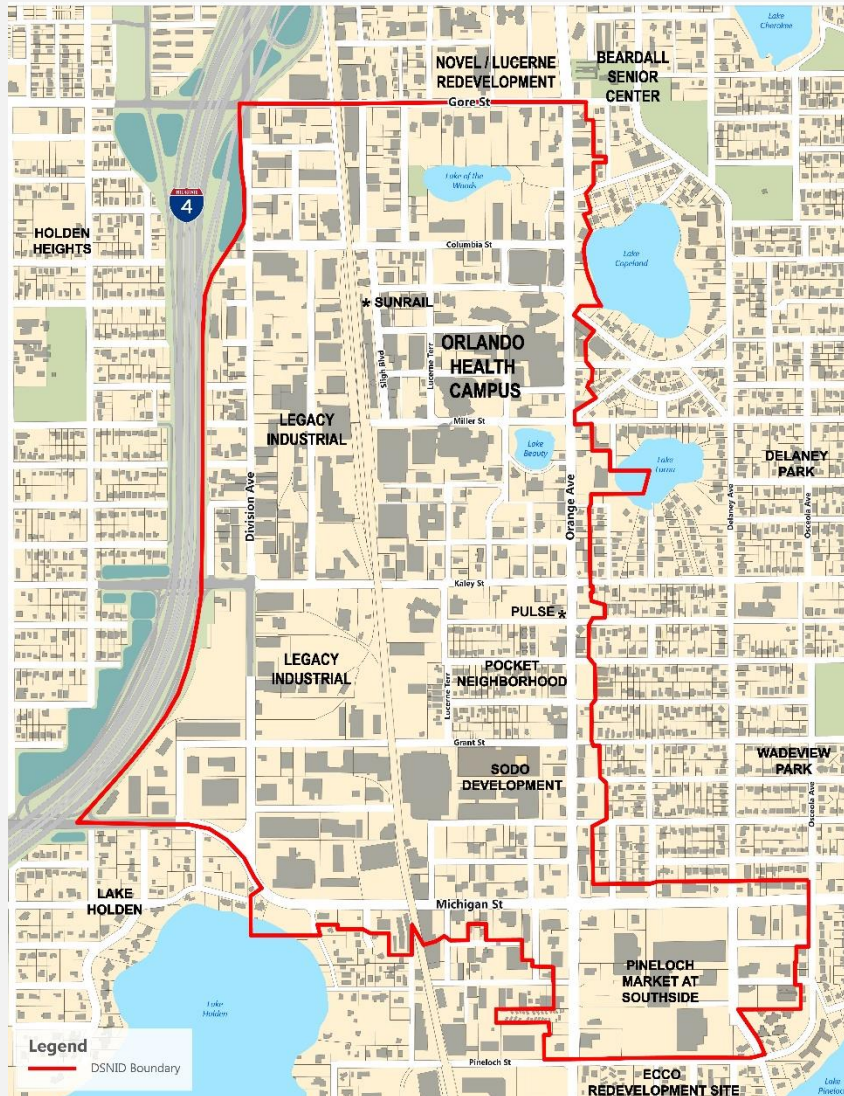
**19,032 - Orlando Health**  
**2,825 - Mears  
Transportation**

#### Orlando MSA

- Walt Disney World Resort - **73,000**
- Universal Orlando Resort (Comcast) - **23,000**
- Adventist Health System/ Florida Hospital - **21,815**
- Lockheed Martin - **9,000**
- Darden Restaurants, Inc. - **5,500**
- Siemens Energy - **4,448**



# Neighborhood Improvement District and Main Street in Orlando's **SODO Working Together**



Many ideas and observations were articulated over the course of the year long DSNID “complete streets visioning” process and ongoing program which continues today.

This input was organized into **8 Guiding Principles** which both capture the stakeholder ideas and inform future actions and initiatives.



# Neighborhood Improvement District and Main Street in Orlando's **SODO Working Together**

The **8 Guiding Principles** from the DSNID Vision and Complete Streets work are highly aligned with the **National Main Street 4 Point Approach**.

The Nation Main Street program uses this uniform 4 Point Approach to guide local activities the volunteer participation within renewing business districts: **Organization, Design, Promotion, Economic Vitality**.

The **DSNID 8 Guiding Principles** fit easily into the categories of the 4 Point Approach, illustrating how a NID can create targeted programs that are parallel and in concert with the Main Street model.

This provides a useful demonstration for how the District and the Main Street can work collaboratively to produce aligned outcomes with as part of a coordinated strategy to improve the community while retaining their individual leadership and revenue sources.

## Organization



Urban Lab



Programmatic Implementation

## Design



Artistic Expression



Progressive Circulation

## Promotion



Character Places



Social Connection

## Economic Vitality



Sustainable Infrastructure



Economic Development

# Funded Investments

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- Orange Avenue (Phase 1 – 2019)
- Orange Avenue (Phase 2 – 2021)
- Division Avenue Bike Trail (Planned 2021)
- New Bus Shelters with Art
- Art Installations (The Silos of Orlando)
- Approximately \$15 million over the next 5 years













# Pedestrian and Crosswalk Improvements







# Division Avenue Regional Bike Trail (2021)

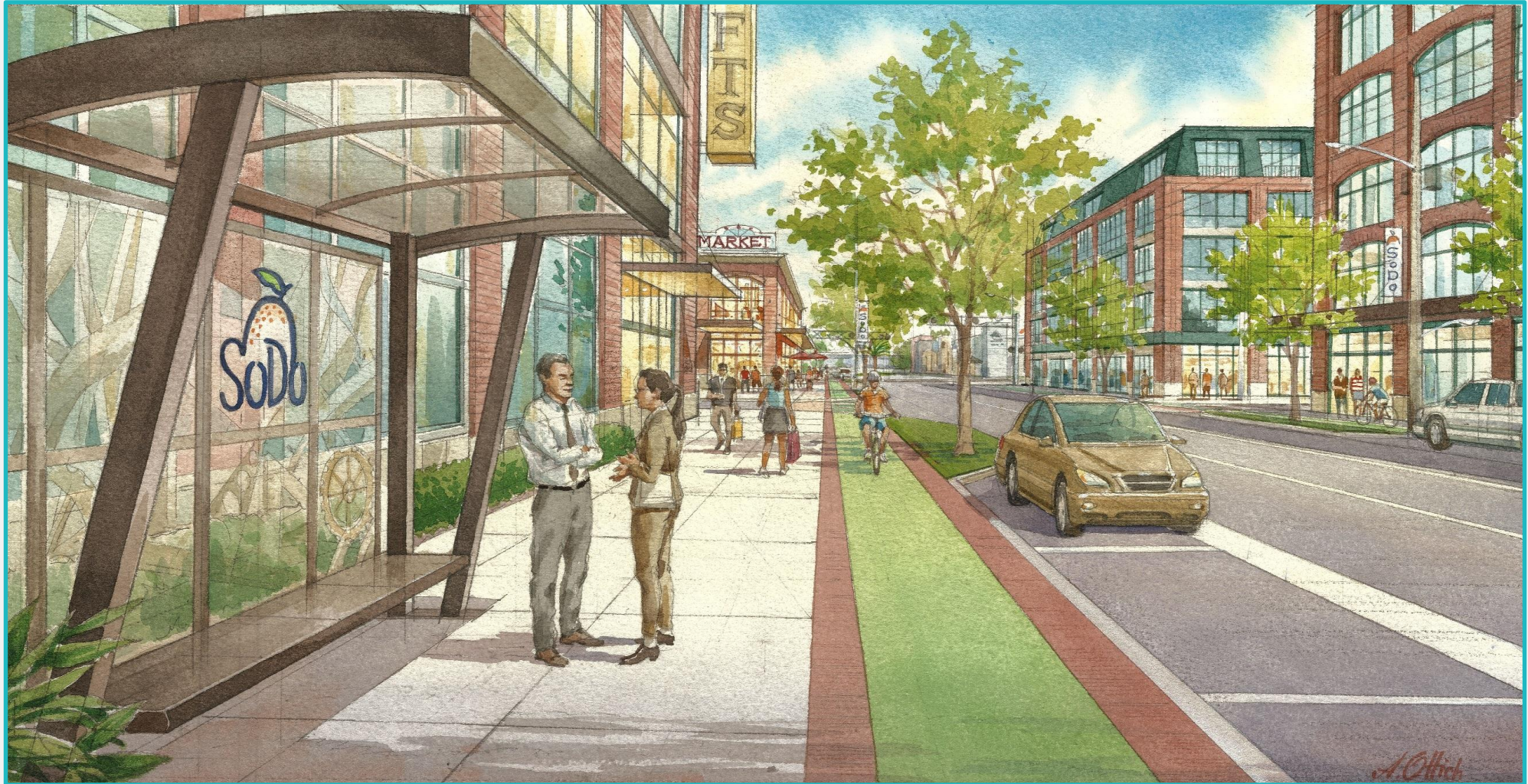




A. Otlich



# New Bus Shelter with Art





# Art Installations (The Silos of SODO)





# Projects in Design and Development

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- Division Avenue Roundabouts/Gateways
- Bike/Pedestrian Improvements on East/West Streets
- O-Line Linear Park
- Columbia Street and Sligh Blvd. Rebuild
- Smart Technology and Multi-Modal Transportation
- Infrastructure Data







# Roundabouts / Intersections

















# Questions?

