



2009 ORLANDO MAIN STREET ANNUAL REPORT

Message from the Mayor



Dear Friend,

In addition to a strong and vibrant Downtown, Orlando is fortunate to have a variety of neighborhood commercial districts driving our region's economy by providing jobs, goods and services for our residents. Each of these unique commercial neighborhood districts scattered throughout our City has a distinctive identity, boasts a variety of family-owned restaurants, retail shops, boutiques, antique and collectible markets and art studios. These districts, also serve as local venues for an array of diverse annual community events and festivals.

Recognizing the important role these districts play in the overall health of our neighborhoods, the City of Orlando launched the Main Street Program in 2007. Orlando Main Street advocates strengthening our neighborhood commercial districts by enhancing their one-of-a-kind assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership and a sense of community. The Orlando Main Street Program is rare in that it is the first, urban citywide Main Street coordinating program in the Southeastern United States and is one of only seven nationwide.

Each of the City's five designated Main Street districts - Audubon Park Garden District, College Park Partnership, Downtown South, Ivanhoe Village and Mills 50 - seek to develop long-term strategies to increase the economic power and resources of their district while pursuing initiatives that build knowledge and capacity for the businesses they serve.

Since the program's inception just more than two short years ago and through the work of each of the City's five districts, Orlando's Main Street Program has had a positive effect on our local economy and the quality of life of our residents. For every dollar the City of Orlando and private enterprise have invested in the Main Street Program, the districts have leveraged \$236.49 in new investment for our community. Through the City's five Orlando Main Street districts, other Orlando Main Street program successes include the following for the 2008-2009 fiscal year:

- The creation of 487 new full and part-time jobs.
- The opening of 78 new businesses and the expansion of seven.
- The contribution of more than 8,400 volunteer hours to staff district functions and events. These hours equate to a value of more than \$170,000 using the Bureau of Labor Statistics value of a volunteer hour.
- The investment of more than \$82 million worth of improvements throughout the five Main Street districts.

I am pleased to see the work we have accomplished during the past two years through Orlando's Main Street Program and I look forward to future opportunities in each of the City's five Main Street districts—increasing the number of new businesses, jobs and community investment.

Sincerely,

A handwritten signature in black ink that reads "Buddy Dyer". The signature is written in a cursive, flowing style.

Buddy Dyer

Mayor

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History of Main Street



In 1977, concerned about continuing threats to traditional commercial architecture in economically declining downtowns across America, the National Trust for Historic Preservation launched the Main Street Project. The three-year demonstration project was designed to study the reasons so many downtowns were dying, identify the factors affecting downtown's health and develop a comprehensive revitalization strategy to save historic commercial buildings. In a regional competition among 70 towns, three pilot communities were chosen for the project. The National Trust assisted the three communities by providing an analysis of each downtown's assets and needs. These architectural and economic profiles, conducted by consultants under the direction of the Trust, served as the basis for design improvements and economic revitalization strategies that would make it feasible to rehabilitate and reuse historic downtown buildings. With a grant from the manufacturing firm Bird and Son, the Trust hired a full-time Main Street program manager for each community. The program manager's role was to serve as an advocate for the downtown; coordinate project activities; and convince merchants, property owners and city officials to spend funds that would create long-term benefits. In effect, the three program managers served as catalysts for change.

The demonstration program laid the groundwork for the Main Street approach to downtown revitalization. What became clear over the three years was the need for a strong public-private partnership; a dedicated organization; a full-time program manager; a commitment to good design; quality promotional programs; and a coordinated, incremental process. By almost any standard of measurement, business improved in all three downtowns during the Main Street Project. Most importantly, scores of buildings were rehabilitated and put back into productive use, preserving important symbols of each community's unique heritage for future generations.

The number of communities and states participating in the Main Street program swelled from 1986 to 2003, with more than 1,600 communities forming programs in 41 states. During the 1990s, the Center expanded its technical services, information resources and other benefits to its network of programs. Citywide, urban-based programs were introduced in San Diego, Chicago and Boston. The Boston Main Street Program has flourished and is a model program today, providing inspiration for the launching of additional citywide programs in Baltimore, Washington, D.C., Detroit, Milwaukee, Portland and Orlando. The Orlando Main Street program is the first urban citywide coordinating Main Street program in the southeastern United States.



What Is Main Street?

MAIN STREET FOUR-POINT APPROACH

The National Trust Main Street Center's Four-Point Approach™ is a community-driven, comprehensive methodology used to revitalize older, traditional business districts throughout the United States. The four point methodology works to create a total image for the community by providing the retail/professional area with its necessary market niche, creating a cohesive visual identity unique to the community and nurturing a cultural ambiance associated with the community's location, appearance and way of life. The Main Street Approach gradually builds on existing resources and fosters improved community leadership and support on behalf of the business district for the long term.

ORGANIZATION

Organization is the building of consensus and cooperation between the different and diverse groups that play a role in the district. Many individuals and organizations in the community have a stake in the economic viability of the district.

DESIGN

Design involves improving the district's image by enhancing its physical appearance - not just the exteriors of buildings, but also of street lights, window displays, parking areas, signs, sidewalks, streetscapes, landscaping, promotional materials and all other elements that convey a visual message about what the district's identity and marketing all what it has to offer.

PROMOTION

Promoting the district's unique characteristics and offerings to shoppers, investors, new businesses and tourists is an important part of ensuring a lively and thriving district. Effective promotion creates a positive image of the district through retail promotional activity and special events utilizing the commercial district as a stage for community activities.

ECONOMIC RESTRUCTURING

Economic Restructuring strengthens and diversifies the existing economic base of the district while finding ways to meet new opportunities. Economic restructuring activities include helping existing businesses expand, recruiting new businesses ensuring the district provides a balanced mix of businesses, converting unused space into productive property and sharpening the competitiveness of merchants.



THE EIGHT PRINCIPLES:

In addition to the Four Points, successful Main Street efforts follow eight guiding principles.

- Comprehensive Action
- Incremental Progress
- Public - Private Partnerships
- Building on Existing Assets
- Action-Oriented
- Changing attitudes
- Quality
- Self Help



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.

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

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 future of Orlando Main Street includes a unique designation called Market Street designed specifically for our community. This designation includes districts that do not necessarily meet the historic preservation requirement for a Main Street designation. The Market Street designation may include business districts in: the Semoran Corridor, Milk District, Washington Shores Town Center, Curry Ford Corridor and Baldwin Park.



Orlando Main Street Events

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 district with businesses and the City of Orlando's departments involved in these activities.

"The Main Street program supports the fundamentals of small business, smart growth, sustainability and employment growth. Orlando's five designated Main Street districts



represent some of the most unique, vibrant and diverse neighborhood commercial communities you'll find anywhere in the southeast. These strong urban neighborhoods diversify our City's economy and ensure a better quality of life for Orlando's residents. "

- Frank Billingsley, Director of Economic Development, City of Orlando

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. Main Street events help change attitudes, public perception and habits. An individual, who may not otherwise visit the district, will come once to experience an event. The next time they have an opportunity to shop or dine, the district may come to their mind as a result.

In 2008-2009 the Orlando Main Street districts held the following events:

Audubon Park Garden District:

Event	Attendance*
Wine Tasting (2009)	100
Beer Tasting (2009)	150
Picnic in the Garden (2009)	20
C'Est Si Bon (2009)	250
Zombietoberfest (2009)	400
Black Friday Wine Down (2009)	30

College Park Partnership:

Event	Attendance*
Jazz Festival (2008)	4400
Holiday on The Drive (2008)	1500
Jazz Festival (2009)	5000
Holiday on The Drive (2009)	2000
2nd Saturdays on The Drive (2009)	340 total

Downtown South:

Event	Attendance*
Spring Launch (2009)	120
Business for Breakfast (2009)	20
Fall Festival (2009)	1200

Ivanhoe Village:

Event	Attendance*
Jingle Eve (2008)	200-300
Ivanhoe Spring Festival (2009)	300-400
First Fridays Art Stroll (2008)	100-200 each month
First Fridays Village Stroll (2009)	100-200 each month
Free Fall Festival (2009)	100
Jingle Eve (2009)	1000-1500

Mills 50:

Event	Attendance*
Taste of Mills 50 (2009)	800
The Vibe (2009)	200-300

*attendance is approximate

Orlando Main Street by the Numbers

The Orlando Main Street Program is funded by the City of Orlando and the individual Main Street district through a five year program that provides seed money to volunteer, nonprofit organizations to aid in development. The organization must provide private matching funds, meet organizational requirements including the formation of a Board of Directors and bylaws and a full-time Main Street Program Director. The funding is structured on a decreasing scale as follows:

Program Year	Grant Amount	Required Cash Match
1	*\$50,000	\$10,000
2	*\$45,000	\$15,000
3	*\$40,000	\$20,000
4	*\$35,000	\$25,000
5	\$30,000	\$30,000

*(No more than \$35,000 may be used for salaries)



Activity Tracked within Orlando Main Streets

(FY 2007-2008 and 2008-2009)

Number of Districts	5
Dollars Reinvested in Improvements	\$82,395,264.76
Average Investment per District	\$16,479,052.95
Net New Business	78
Net New Full-Time Jobs	328
Net New Part-Time Jobs	159
Business Expansions	7
Building Rehab Projects	121
Reinvestment Ratio	\$236.49
Volunteer Hours Donated	8,441
New Housing Units Created	301
Value of Volunteer Hours Donated	\$170,024.86

"The Orlando Main Street districts have become an intricate part of the Orlando business community. The volunteers and directors have worked tirelessly to make a difference in their neighborhoods. They started with dreams for a better Orlando, and are implementing those dreams using the Main Street Approach. Residents, property owners and small businesses are forming powerful partnerships that will lead to a stronger community and a brighter future. It is an honor to work with all those who get involved and an inspiration to see their positive attitude and infectious enthusiasm."

- Pauline Eaton, City of Orlando Main Street Coordinator





Audubon Park Garden District

www.apgardens.com

Audubon Park is a traditional Orlando neighborhood of 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 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.

2009 ACCOMPLISHMENTS

- Hired a Program Director to run the day-to-day operations
- Held a vision unveiling
- Established a comprehensive membership program for residential and business members
- Created and revised organizational bylaws
- Created a membership brochure
- Achieved status as a 501(c)3 non-profit organization
- Developed a code of ethics policy
- Established a Board of Directors
- Launched social media communication including Facebook and Twitter
- Started a bimonthly Garden District event, bringing more than 950 people to the district and grossed \$5,885 towards the operating fund
- Generated approximately \$21,750 in public relations and media coverage through press coverage in the *Orlando Sentinel*, the *Chicago Tribune*, *WKMG*, *Orlando Weekly*, *Park Press*, *Examiner* and various social media outlets such as Facebook, Twitter and blogs such as The Daily City and Orlando Metromix
- Redesigned the District's website
- Filled five planters donated by the city with plant material and positioned in the two plazas
- Developed a maintenance package for landscaped islands
- Secured bids for resurfacing plaza parking and painting the plazas
- Launched a streetscape redesign
- Gathered demographic data on surrounding community
- Inventoried business vacancies and posted on the website
- Developed a District information packet to attract new businesses
- Created and implemented business and resident surveys to gather data and feedback for future growth and development
- Maintained a press clip book
- Organized two street cleanup days with more than 25 volunteers
- Developed a recognizable logo and branding materials package
- Enlisted a volunteer grant coordinator
- Supported Mayor Dyer's Buy Local Orlando initiative



Audubon Park by the Numbers (FY 2008-2009)

Total Number of Improvement Projects	6
Total Capital Investment	\$14,118.00
New Businesses Opened	6
Jobs Created	21
Private Matching Funds	\$16,821

**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.*

CONTACT:

Audubon Park Garden District
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"Since the inception of the Main Street program in our area, we have seen a noticeable positive impact in our community. From the intangible, like the sense of a grassroots belonging and an appreciation for the uniqueness of what our area businesses have to offer; to the tangible things like cleaner roadways and sidewalks, placement and upkeep of planters along Corrine Drive and events where families and friends can spend time together right in their own neighborhood. Having run a business in the area for almost 2 years now, we appreciate the organization and structure the program has brought. We are eagerly anticipating the growth of the program and how it will continue to beautify and promote the district."

*Jen Cunningham
Bikes, Beans and Bordeaux*





College Park Partnership

www.downtowncollegepark.com

College Park is a Downtown Orlando community that fuses urban with a small town atmosphere; where work, play and family thrive in harmony; where a vibrant lifestyle can be enjoyed in a comfortable place to call home.

Graceful oak-lined neighborhoods showcase the architectural treasures of heritage, from past to present. Tranquil lakes, linked by picturesque bricked streets lure residents from their homes, to walk, bike and greet their neighbors. Edgewater Drive and adjacent thoroughfares host a dynamic mix of growing businesses, services, retailers, restaurants and entertainment venues.

There's a vibrancy here 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."

2009 ACCOMPLISHMENTS

- Strategized and launched a membership drive
- Hired a Program Director to run the day-to-day operations
- Revised organizational bylaws to accommodate granted 501(c)3 non-profit status
- Introduced a quarterly newsletter
- Hosted after hours socials at local member restaurants
- Hosted the 7th Annual College Park Jazz Festival and Holiday on the Drive events
- Collaborated with the City of Orlando and Edgewater Drive Vision Task Force to develop the Edgewater Drive Vision Plan approved by City Council
- Attended Main Street training with visioning sessions
- Received a Mayor's Neighborhood Matching Grant for banners to be displayed along Edgewater Drive
- Launched social media communication including Facebook and Twitter
- Utilized Facebook to recruit volunteers
- Initiated College Park Loyalty Card to raise money for local schools and the College Park Partnership
- Hosted brainstorming event to clarify vision, mission and marketing strategy which led to the creation of a new logo
- Doubled the number of members from 40 members to 84 members
- Created a directory of available space to better promote vacancies and recruit new businesses
- Introduced a new monthly event, 2nd Saturdays on the Drive featuring local artists, vendors and entertainers along the Edgewater Drive Business District
- Supported Mayor Dyer's Buy Local Orlando initiative
- Awarded a 2009 Mayor's Neighborhood Matching Grant for \$5,000



College Park by the Numbers

(FY 2008-2009)

Total Number of Improvement Projects	10
Total Capital Investment	\$365,147.00
New Businesses Opened	30
Jobs Created	72
Private Matching Funds	\$62,000

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"Since our College Park business district has come together to work as a team, with active volunteer committees that focus on specific ways and means to improve the business climate, College Park has become a more successful business district overall."

- Deena Breed, Orange Cycle

CONTACT:

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College Park Partnership

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Orlando, FL 32854

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www.DowntownCollegePark.com



2009 Orlando Main Street Annual Report



Downtown South

www.downtownsouthorlando.org

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 through preservation and redevelopment to celebrate this vibrant community where residents live, shop, work and play.

Nearly twenty-five percent of the commercial district is comprised by the hospital and the supporting medical services and professional offices.

There is also a growing number of renovations and additions to the commercial district making Downtown South 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 locally-owned restaurants offer diverse options. Twelve new restaurants opened in Downtown South in the past year.

2009 ACCOMPLISHMENTS

- Hired a Program Director to run the day-to-day operations
- \$10,000 raised to match City funding for inaugural year
- Established articles of incorporation, organizational bylaws and committee structure
- Opened Downtown South Main Street Office
- Created and disseminated Downtown South residential and business safety flyer
- Launched Downtown South website
- Coordinated bike rack creation program among several Downtown South welders
- Created banner design for Downtown South Main Street District
- Created residential and business membership brochures and materials to promote Downtown South Main Street membership, events and promotions
- Inventoried businesses and vacancies in Downtown South Main Street District to better promote the district opportunities and recruit new businesses
- Created and implemented business and resident surveys to gather data and feedback for future growth and development
- Published semi-monthly newsletters
- Launched social media communication including Facebook and Twitter
- Created and implemented first Downtown South Main Street event, a social for restaurants, retail and entertainment businesses
- Supported Mayor Dyer's Buy Local Orlando initiative



Downtown South by the Numbers (FY 2008-2009)

Total Number of Improvement Projects	99
Total Capital Investment	\$75,450,972.00
New Businesses Opened	32
Jobs Created	199
Private Matching Funds	\$24,868

**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.*

"Having a professional office in South Orlando for the past thirty years I can truly say I am for the first time excited about what I have seen happen this past year in our community. The enthusiasm and energy Holly (Downtown South Program Director) has brought to this community is contagious! I cannot wait to see what we are going to do in Downtown South in 2010."

- Dr. Daniel Pavlik Sr.,
Founder of Pavlik Chiropractic

CONTACT:

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2009 Orlando Main Street Annual Report



Ivanhoe Village

www.ivanhoevillage.org

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, a children's shop, a vintage record shop, an award-winning day spa, a bike shop, jewelry store 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 enhance 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.

2009 ACCOMPLISHMENTS

- Achieved status as a 501(c)3 non-profit organization
- Recruited 10 new members
- Published and distributed 500 newsletters
- Hosted a member social at The White Wolf Cafe
- Produce Jingle Eve, the holiday open house event complete with strolling carolers, festive food, live music, shopping and entertainment
- Produced the 'Ivanhoe Spring Festival' in Gaston Edwards Park which included live music, vendors, beach volleyball and wakeboarding demonstrations on Lake Ivanhoe
- Launched social media communication including Facebook and Twitter
- Created an E-Village list for regular Village updates and information
- Collaborated with the City to restripe and realign parking spaces resulting in 115 extra parking spaces throughout Ivanhoe Village
- Awarded a 2010 Mayor's Neighborhood Matching Grant for \$4000
- Inventoried businesses and vacancies in Ivanhoe Village Main Street District to better promote the district's opportunities and recruit new businesses
- Educated businesses on opportunities through the Disney Entrepreneur Center
- Supported Mayor Dyer's Buy Local Orlando initiative



Ivanhoe Village by the Numbers (FY 2008-2009)

Total Number of Improvement Projects	14
Total Capital Investment	\$624,802.76
New Businesses Opened	17
Jobs Created	60
Private Matching Funds	\$37,005

**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.*

"We really got involved because it was the right thing to do and we want to see the Ivanhoe Village thrive. It is a unique area in the City and an important part of the community."

- Beth Thibodaux,

Former Assistant Director Government Affairs at Florida Hospital

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Mills 50

www.mills50.org

Taking namesake from the intersection of Mills Avenue (17-92) and State Road 50 (Colonial Drive), Mills 50 Main Street is a centrally-located, unpretentious, urban district 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.

Mills 50 is located approximately one mile northeast of Downtown Orlando and encompasses some of Orlando's most established and historic neighborhoods, including Colonial Town, Lake Eola Heights, Park Lake Highland and Hillcrest. The area was originally a storefront retail shopping area in Orlando's early years. Many of these historic buildings remain standing today, still retaining their facade's original sidewalk canopies.

Along Mills Avenue, Colonial Drive and nearby smaller neighborhood cross-streets, guests will discover a unique blend of independent businesses that include holistic living services, massage therapy, vegetarian food, fine teas and fresh-roasted organic coffees, yoga, spiritual healing, acupuncture, martial arts, tattoo studios, palm readers, visual artists, design studios, photographers and hair salons.

The cultural cornerstone of the Mills 50 Main Street 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.

The Mills 50 Main Street District is also home to many unofficial Orlando landmarks, including Colonial Photo & Hobby, Wally's, The Historic Cameo Theater and Track Shack.

This area has evolved over many years, into a diverse, unpolished urban destination that is popular for its affordable and eclectic concentration of alternative dining, retail options and culture –virtually impossible to find anywhere else in Orlando.

2009 ACCOMPLISHMENTS

- Facilitated a strategic planning session and set specific goals to achieve with district residents and businesses
- Achieved status as a 501(c)3 non-profit organization
- Launched a website by leveraging in kind services estimated at \$10,000
- Collected more than 500 email addresses to enhance district communication
- Launched social media communication including Facebook
- Partnered with Mills 50 business, Be Creative to create the Mills 50 branding and marketing strategy
- Hosted a signature event, Taste of Mills 50, garnering 800 attendees and The Vibe, attracting 300 attendees. Both events featured food, music and vendors
- Hosted an exclusive business networking coffee hour
- Recruited more than 50 volunteers to assist with events and promotions
- Supported Mayor Dyer's Buy Local Orlando initiative
- Awarded a 2010 Mayor's Neighborhood Matching Grant for \$4,000



Mills 50 by the Numbers (FY 2008-2009)

Total Number of Improvements	10
Total Capital Investment	\$3,088,300.00
New Businesses Opened	38
Jobs Created	266
Private Dollars Invested	\$22,374

**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.*

"It's truly refreshing to see that the Mills 50 Main Street District is not just a commercial endeavor. There has been a lot of involvement from the adjacent neighborhoods creating a true partnership. Residents of Lake Eola Heights, Park Lake Highland and Colonial Town North all understand the benefits that come from a thriving commercial core."

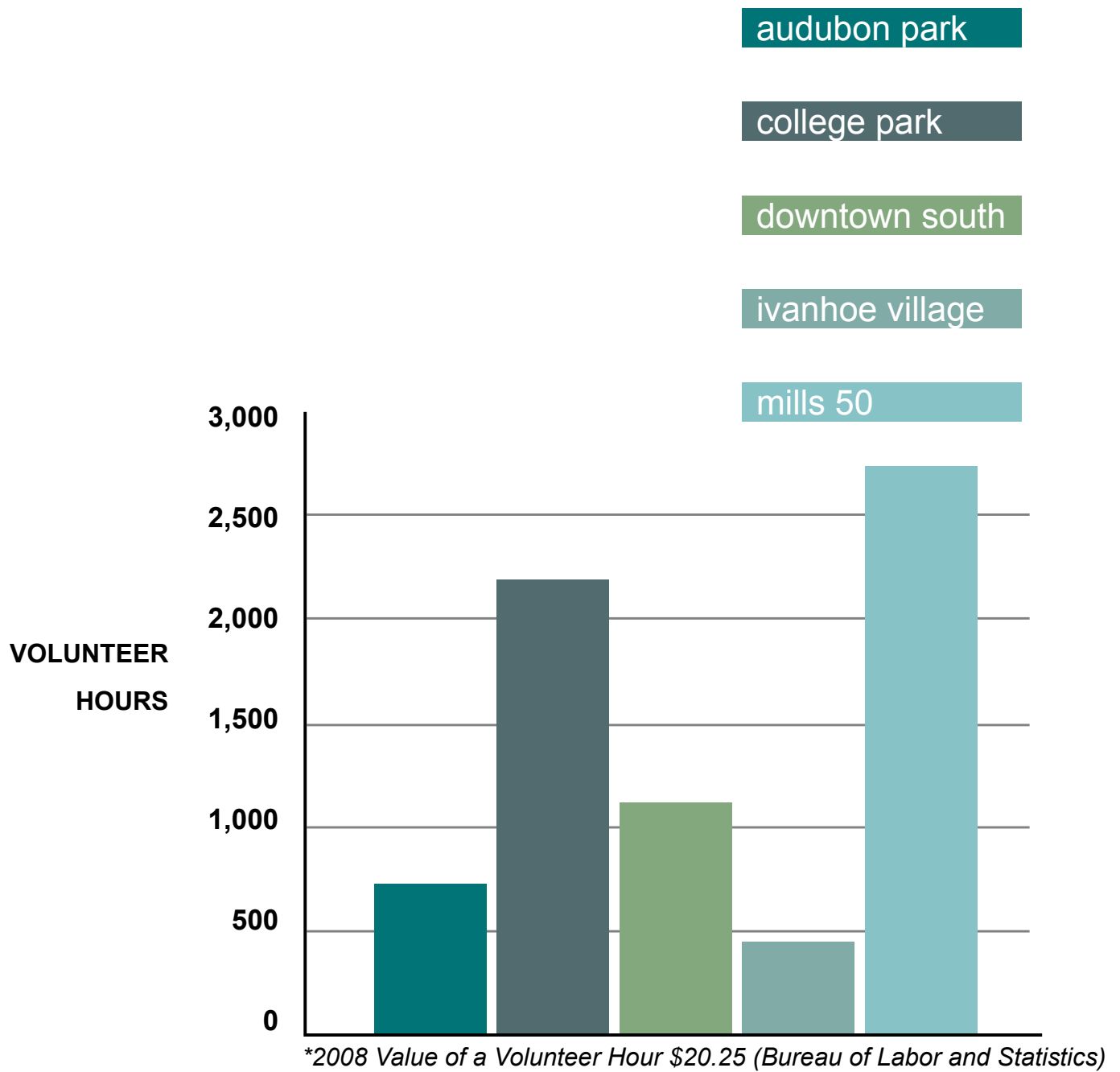
- Jeff S. Thompson, Landscape Architect at Walt Disney World and resident of the Mills 50 Main Street District (Lake Eola Heights)

CONTACT:

Mills 50
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Orlando, FL 32803
407.619.2075
www.Mills50.org
ryan.bumgardner@Mills50.org



2009 Volunteer Hours Donated



Total Value of Volunteer Hours Donated \$170,024.86

Total Volunteer Hours Donated 7,218

Commissioners



Commissioner Phil Diamond, District 1
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Commissioner Tony Ortiz, District 2
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Commissioner Robert F. Stuart, District 3
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Orlando Main Street

Pauline Eaton, CMSM

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