



2012 ANNUAL REPORT





MESSAGE

FROM THE MAYOR



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Dear Friend,

I am pleased to present the 2012 Orlando Main Street Annual Report. This year, we welcomed our eighth district to the program. We are continuing to build upon the economic successes of the previous five years. I hope you will enjoy learning about how this small business program is contributing to the growth and diversification of our City's economy as you read this report.

The Orlando Main Street program strengthens 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. Orlando's Main Streets -- Audubon Park Garden District, Church Street District, College Park Partnership, Downtown South, Ivanhoe Village, Mills 50 and Semoran Business Partnership -- were joined by the Thornton Park District in 2012. Each of these districts serve as local venues for an array of diverse annual community events and festivals and boasts a variety of family-owned restaurants, retail shops, boutiques, antique and collectible markets, art studios and professional associations.

Since the program's inception and through the hard work of each of the City's eight districts, Orlando's Main Street program has had a positive effect on our local economy and the quality of life of our residents. Orlando Main Street successes include the investment of more than \$450 million and the addition of 2,259 full and part-time jobs and 394 new businesses since 2008. Moreover, all eight districts continue 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.

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

The future is bright for Orlando's Main Street Districts!

Sincerely,

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 fund raising
- On-site visits to help each district develop its strengths and plan for success
- Materials such as manuals and Power Point presentations
- Linkages to other city, national and state Main Street programs and resources





MAIN STREET

BY THE NUMBERS

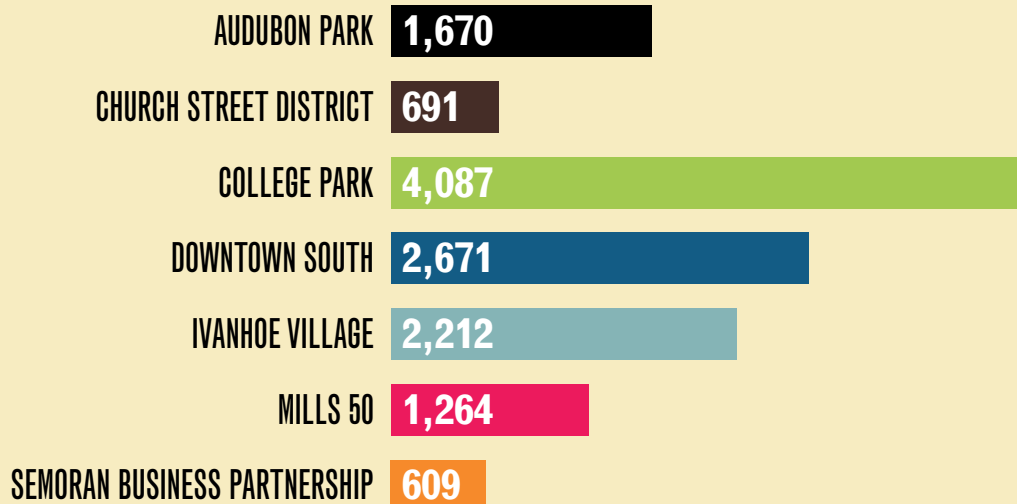
ACTIVITY TRACKED WITHIN ORLANDO MAIN STREETS

CUMULATIVE FISCAL YEAR 2007/2008 THROUGH FISCAL YEAR 2011/2012		FISCAL YEAR 2011/2012
Number of Districts	7	7
Dollars Reinvested in Improvements	\$472,985,709	\$52,861,997.60
Average Investment per District	\$67,569,387.05	\$7,551,713.94
Net New Business	394	116
Net New Full-Time Jobs	1,497	456
Net New Part-Time Jobs	762	229
Business Expansions	26	8
Building Rehab Projects	393	78
Reinvestment Ratio	\$83.94	\$105.45
Volunteer Hours Donated	36,926	13,204
New Housing Units Created	308	0
VALUE OF VOLUNTEER HOURS	\$777,027.87	\$287,715.16

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 figures include \$338,955,982 (cumulative) and \$45,647,712 (fiscal) worth of improvements made at Florida Hospital (Ivanhoe Village) and Orlando Health (Downtown South).

ORLANDO MAIN STREET VOLUNTEER HOURS DONATED IN 2012



2011 VALUE OF A VOLUNTEER HOUR: \$21.79 (INDEPENDENT SECTOR)



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 2012, the Orlando Main Street districts hosted the following events:

AUDUBON PARK GARDEN DISTRICT

Event	Attendance
Zombietoberfest (October)	4,500
Third Annual Kidfest (April)	200
Fourth Annual Bastille Day (July)	150
Inaugural Garden Party Wine and Artisan Cheese Tasting (July)	50
Farm to Table Progressive Happy Hour (Sept.)	54
Twelve Pubs of Christmas (December)	75

CHURCH STREET DISTRICT

Event	Attendance
Monthly Car Shows	151 (average per event)
Give Life Orlando Day (August)	72 pints of blood collected
Motorcycles and Martinis	47 motorcycles
Poker Run (November)	100 attendees
Third Thursday (November/December)	147

COLLEGE PARK PARTNERSHIP

Event	Attendance
College Park JazzFest (October)	6,000
Holiday on the Drive (November)	3,500
Dancing on the Drive (May)	4,000
Business Networking Socials (Bi-monthly)	50 – 70
Donor Thank You Luncheon (February)	55
Nip and Tuck (April/October)	30 volunteers

MILLS 50

Event	Attendance
Coffee Club (Monthly)	336
Business for Breakfast (Quarterly)	120
Win the Window (October/November)	68
Jingle Jam (December)	1,200
Spring Fling Bingo (March/April)	65
Spring Membership Social (May)	150
National Night Out (August)	1,400

IVANHOE VILLAGE

Event	Attendance
Virginia Drive Live (Feb./May/Sept.)	833 (average per event)
Ivanhoe After Hours (Apr./Jun./Aug./Oct.)	38 (average per event)
Ivanhoe Village Spruce Up (June)	250 volunteers
Ivanhoe Poster Unveiling (October)	100
Jingle Eve (November)	5000
Twelve Pubs of Christmas (December)	150

MILLS 50

Event	Attendance
Business After Hours (Oct./Nov./Jan.)	42 (average per event)
Business Power Hour (Nov./Mar./Aug.)	27 (average per event)
Twelve Pubs of Christmas (December)	70
Jingle'n Mingle (December)	200
Dragon Parade/Lunar Fest (February)	3,000
GreenUp (March)	17
St. Patty's Day Pub Crawl (March)	35
GreenFest III (March)	500
Keller Williams RED Day (May)	50
Southern Fried Sunday (July)	500
Graffiti Information Session (August)	30
Celebration of Art Reception (August)	75
First Day of Fall Pub Crawl (September)	45

SEMORAN BUSINESS PARTNERSHIP

Event	Attendance
Business Watch Program	22
Painting Seniors' Homes	30 volunteers
Leap for Joy Social (February)	98
Business Networking Socials (May/Jun./Aug.)	35 (average per event)
Membership Meetings (Monthly)	35 (average per event)
Membership Meetings (Monthly)	150



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.

AUDUBON PARK BY THE NUMBERS

Total Number of Improvements	4
Total Capital Investment	\$209,000
New Businesses Opened	7
Jobs Created	29
Volunteer Hours	1,670
Value of Volunteer Hours	\$36,389
Private Dollars Invested	\$29,113

*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.

2012 ACCOMPLISHMENTS

- Received National Main Street Accreditation
- Planted 390 additional plants throughout the district to beautify the corridor
- Attracted more than 5,000 visitors to the district through Zombietoberfest promotion
- Promoted local food artisans and local farmers at Progressive Happy Hour
- Recognized by the *Orlando Weekly's* Best of Orlando 2012 with the greatest number of awards of any Main Street District



AUDUBON PARK



"Everything that the Audubon Park Garden District does is done with class. Their events are always successful and are extremely well attended by both the families that live there and those who live beyond Audubon Park. And their commitment to local independent business is second to none, making Audubon Park not only one of the best districts to live in, but also to work in."

Tony Adams

*Head Chef / Owner
Big Wheel Provisions*



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CHURCH STREET DISTRICT

The Church Street District is an area of Downtown Orlando that includes both sides of Church Street between Orange and Division Avenues. The area is deeply rooted in Orlando's history and was developed around the City's original train station. The Old Orlando Railroad Depot, dedicated in January of 1890 is listed in the National Register of Historic Places and is a local historic landmark. The district also includes much of Orlando's most significant historic architecture such as the Bumby Hardware building built in 1886 and the Art Deco Kress Building built in 1935.

In concert with the opening of the Amway Center in 2010, businesses along historic Church Street joined forces to create a vibrant commercial district that attracts visitors from across the globe to Downtown Orlando. The Church Street District received Main Street designation in 2011 and is focused on enhancing the corridor through marketing, hosting special events such as car shows and art festivals and promoting the area's unique establishments.

Today, the district brings history to life by uniting nostalgia for the past with Orlando's vision for future through an entertainment complex that houses some of the City's most popular venues for shopping, dining and special events.



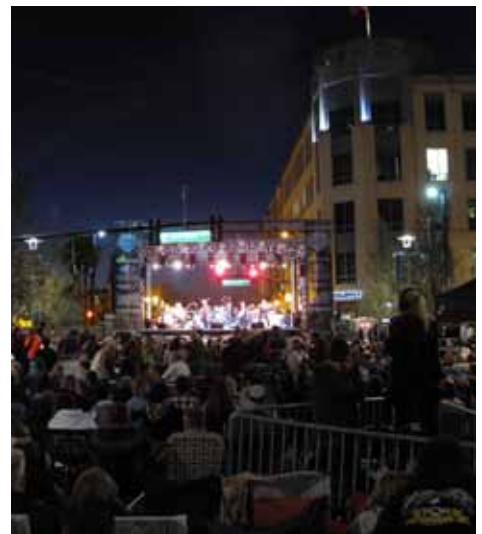
CHURCH STREET BY THE NUMBERS

Total Number of Improvements	3
Total Capital Investment	\$90,000
New Businesses Opened	8
Jobs Created	82
Volunteer Hours	691
Value of Volunteer Hours	\$15,057
Private Dollars Invested	\$51,713

*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.

2012 ACCOMPLISHMENTS

- Received Orlando Main Street designation
- Retained first full-time district manager
- Hosted six car shows, numerous NBA All Star events and three concerts for part of the Downtown Orlando concert series
- Recruited three new business members
- Launched monthly newsletter
- Collaborated with community partners and stakeholders on various projects and events, including :
 - Central Florida Hotel and Lodging Association on Give Life Orlando Day blood drive and St. Patrick's Day Golf
 - Visit Orlando to brand the district as a tourist and convention destination
- Increased visibility through concentrated marketing efforts including launch of district website and consolidated social media channels
- Developed promotional materials including information rack card
- Branded district identity with new logo and tag line



CHURCH STREET



"The Church Street District (CSD) has been instrumental in bringing the merchants together in a way that has never been done before in the history of Church Street businesses. The downtown area is very competitive, and in the recent past, neighboring merchants viewed each other as direct competition. The CSD has helped bring a sense of unity to Church Street. Prior to the CSD the mentality was always "my business verses your business". Now that the merchants of Church Street meet regularly and work towards common goals the mentality is "our businesses working together to drive traffic and revenue to an area where we all benefit". It's enlightening to see that the CSD is also working on large scale events where all of the merchants will benefit. 2013 looks to be the breakthrough year for the CSD with the events that are planned on Church Street through the efforts of the Executive Director, the marketing committee and the events committee. In short, the CSD brings a sense of unity in an open forum to the merchants of Church Street."

Matt Jones

*Church Street Entertainment,
Director of Sales & Marketing*

"The district has created a buzz about our community. I appreciate the hard work that has been done in getting the word out that the Church Street District is still a happening place to come and dine, see a play and enjoy the entertainment that Church Street has to offer."

Billy Ray Deans

*Manager/Partner
KRES CHOPHOUSE*



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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."

COLLEGE PARK BY THE NUMBERS

Total Number of Improvements	8
Total Capital Investment	\$2,130,000
New Businesses Opened	14
Jobs Created	174
Volunteer Hours	4,087
Value of Volunteer Hours	\$89,055.73
Private Dollars Invested	\$482,579.79

*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.

2012 ACCOMPLISHMENTS

- Received National Main Street Accreditation
- Local artists transformed 20 City of Orlando Transportation Engineering utility cabinets into pieces of public art
- Recruited more members than any previous year
- Presented first-ever Christmas Tree in Albert Park decorated with ornaments personalized for residents and businesses for \$25
- Received recognition in news media for participation in Small Business Saturday
- Enhanced social media presence
- Held a "Nip and Tuck" cleanup day in April and October at which more than 30 volunteers cleaned and filled tree wells with lava rocks and painted sign posts



COLLEGE PARK



“Since joining the College Park Partnership three years ago, we have met many wonderful people at Partnership events and programs. Through our association with the Partnership, we have been able to talk to many people about our bank, Old Florida National Bank. These conversations have led to several members moving their financial relationship to us. We are very happy to support the College Park Partnership with sponsorships, and our staff looks forward to volunteering on committees and at events.”

Scott Pritchett
Vice President/Bank Manager
Old Florida National Bank

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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.

DOWNTOWN SOUTH BY THE NUMBERS

Total Number of Improvements	28
Total Capital Investment	\$11,126,033
New Businesses Opened	53
Jobs Created	237
Volunteer Hours	2,671
Value of Volunteer Hours	\$58,201
Private Dollars Invested	\$44,328.14

*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 \$8,830,976 worth of improvements completed by Orlando Health which is one of Downtown South's key stakeholders and one of Orlando's largest employers.

2012 ACCOMPLISHMENTS

- Received National Main Street Accreditation
- Downtown South Neighborhood Improvement District (NID) was established by the City of Orlando and features district board members and business members seated on the NID Advisory Council
- Awarded the Mayor's Matching Grant from the City of Orlando to supplement funding for events and banner installation
- Installed Sponsorship Banners for local businesses
- Local artists transformed four City of Orlando Transportation Engineering utility cabinets into pieces of public art
- Designed innovative "Downtown South" branded bicycle racks to promote multi-modal transportation options in the district
- Downtown South Advocates continued to serve as liaisons to existing business members
- Established Spring Fling Bingo with "Downtown South Dollars" that were redeemable at local merchants and stores
- Produced promotional videos to showcase district and events including the Gingerbread House Competition, Jingle Jam, Spring Fling Bingo
- Doubled residential memberships and increased customer traffic to district businesses through the use of a Residential Coupon Campaign
- Published electronic monthly newsletter, distributed to more than 4,000



DOWNTOWN SOUTH



"I can honestly say that when I first joined Downtown South five years ago I thought it might be another networking group. However, as I got more involved I witnessed something truly inspirational. I was able to be a part of a group of residents, business owners/leaders and property owners that are driven by making their community a better place to live, work and play. With the future of SunRail on the horizon and the possibility of a Neighborhood Improvement District, the future is bright for Downtown South."

David Ault
Vice President/Branch Manager
Regions

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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, 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.

IVANHOE VILLAGE BY THE NUMBERS

Total Number of Improvements	7
Total Capital Investment	\$36,977,010
New Businesses Opened	13
Jobs Created	60
Volunteer Hours	2,212
Value of Volunteer Hours	\$48,199
Private Dollars Invested	\$13,709,870

*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 \$36,818,736 worth of improvements completed by Florida Health which is one of Ivanhoe Village's key stakeholders and one of Orlando's largest employers.



2012 ACCOMPLISHMENTS

- Received National Main Street Accreditation
- Installed 20 branding banners along North Orange Avenue
- Expanded the annual Jingle Eve event to include a boat parade on Lake Ivanhoe as well as extended the event to include the entire district
- Produced an electronic monthly newsletter distributed to more than 1,200
- Designed a monthly calendar to market community events
- Enhanced social media presence by increasing Facebook and Twitter followers to more than 1,000
- Presented six Ivanhoe After Hours events and three "Virginia Drive Live" street festivals which were attended by more than 500 residents and visitors



- Organized a "GreenUp" at which volunteers worked to beautify the district
- Collaborated with community partners and stakeholders on various projects and events, including :
 - *Watermark* and the *Orlando Weekly* on co-op advertising opportunities for merchants
 - Mills 50 on the Twelve Days of Christmas fundraiser, a new park project and a coupon book with Orlando Fringe
 - Urban ReThink on the Corridor Project creating temporary arts installations in the district
- Sponsored welcome tent during the Orlando International Fringe Theatre Festival

IVANHOE VILLAGE



“When Orlando Fringe was looking to move our offices, we knew we wanted to be close to Loch Haven Park, so Ivanhoe Village was the logical choice. Our partnership with Ivanhoe Village has been wonderful for us, Ivanhoe Village and our new business partners. We felt welcomed into the neighborhood and continue to grow our event to impact the City of Orlando and Ivanhoe Village as a world-renowned cultural destination.”

George Wallace
General Manager
Orlando International Fringe
Theatre Festival



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MILLS 50

Taking its name from the intersection of Mills Avenue (17-92) and State Road 50 (Colonial Drive), Mills 50 is a centrally-located, unpretentious yet trendy urban district that has evolved organically over many years. 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.

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 Mills 50 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.

MILLS 50 BY THE NUMBERS

Total Number of Improvements	20
Total Capital Investment	\$1,129,933
New Businesses Opened	13
Jobs Created	38
Volunteer Hours	1,264
Value of Volunteer Hours	\$27,543
Private Dollars Invested	\$30,882

*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.



2012 ACCOMPLISHMENTS

- Received National Main Street Accreditation
- Awarded the Mayor's Matching Grant from the City of Orlando and a grant from the Michael and Sydney Green Donor Advised Fund of the Community Foundation of Western North Carolina to supplement funding for events and banner installation
- Installed 34 branding banners along Colonial Drive and Mills Avenue
- Local artists transformed 27 City of Orlando Transportation Engineering utility cabinets into pieces of public art
- Created and distributed a 2013 Mills 50 calendar which featured photographs by UCF students of the mid-century architecture in the district
- Held a Celebration of Art at the Mennello Museum of American Art to recognize local artists and kick-off the exhibition of art box photography
- Recruited 50 new business members and 55 new residential members
- Enhanced social media presence by increasing Facebook and Twitter followers to more than 2,100



- Painted the Mills 50 logo on 12 planters located in front of various businesses
- Produced GreenFest III, a sustainability festival featuring a composter and water cistern truckload sale
- Organized a "GreenUp" at which volunteers trimmed and fertilized eight Chinese Fan Palms along Mills Avenue
- Partnered with Urban ReThink to present the "Walk on By" art project
- Published electronic bi-monthly newsletter and developed new marketing collateral



"I love the community spirit we experience as members of Mills 50. It has been a joy to meet our fellow business neighbors, share ideas and together watch our business district expand and be more inviting to Central Florida residents."

Betsy Hughes
President
Track Shack



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Mills50.org



Located in the southeast section of Orlando, the Semoran Business Partnership (SEBUPA) is the spine of east Orlando, connecting the City's two major airports. It is also the primary route for visitors between the airport and such critical destinations as Downtown Orlando and the University of Central Florida.

Initial development of the area began in the mid 1950's as part of Orange County's post-World War II housing boom and the opening of the Missile Test Center at Cape Canaveral. Many United States Air Force personnel and their families moved into this area when Orlando's Municipal Airport was being used as a training and operations facility. Another major factor in the area's growth occurred in 1962, when the new Orlando Jetport, the precursor of the present day Orlando International Airport was built from a portion of the McCoy Air Force Base. The proliferation of the automobile dictated much of the design criteria during the 60's and early 70's, creating one of Orlando's most urban environments.

In the last 10 to 15 years, neighborhoods surrounding this corridor have taken on an increasingly Hispanic or Latino character, while at the same time maintaining the strong values and home ownership that have always existed in this part of Orlando. The vibrant energy brought forth during this transition has created a virtual melting pot district experiencing an urban revival.

Having a history that is barely 50 years old, Semoran Business Partnership joins the Orlando Main Street program as the City's first Market Street District.

SEBUPA BY THE NUMBERS

Total Number of Improvements	9
Total Capital Investment	\$339,200
New Businesses Opened	36
Jobs Created	175
Volunteer Hours	609
Value of Volunteer Hours	13,270
Private Dollars Invested	\$25,744

*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.



2012 ACCOMPLISHMENTS

- Received Orlando Main Street designation
- Retained first full-time district manager
- Launched website: www.SEBUPA.org
- Initiated an e-Newsletter distributed to more than 460 people
- Established and hosted business networking socials at local member businesses
- Received a \$10,000 Orange County Neighborhood Preservation & Revitalization Non-Profit Safety Grant to teach local business owners about crime prevention
- Initiated a Business Crime Watch Program to include 20 members and signage posted
- Conducted Board Retreat creating the organization's goals and two and five year work plans
- Created the organization's first Leads & Referrals Networking Group to provide a forum for businesses to become more profitable and successful
- The City Obtained a \$2.4 million grant from FDOT for sidewalk and streetscape improvements for the district along Semoran Boulevard
- Established full Board of Directors with working committees
- Expanded Main Street area to include areas south along Semoran Boulevard to the Orlando International Airport
- Created residential membership brochures and materials to promote membership, events and promotions
- Launched Facebook social media communication





"I joined the Semoran Business Partnership because it allows our organization to be involved in the community and to meet and help other businesses in the Semoran Corridor. The organization stays focused on the mission statement and the Board encourages the support of that mission through activities, networking events and the creation of other groups."

Jael Aldunate

*Vice President/ Branch Manager
Popular Community Bank*



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NEW MAIN STREET DISTRICT

The success of the Orlando Main Street program during its first five years prompted the Orlando City Council to add an additional district to the Orlando Main Street program. Effective October 1, 2012, the Thornton Park District became the eighth district and will receive financial assistance, technical support and training.



Located just east of Lake Eola in Downtown Orlando, the Thornton Park District is a stylish district to live, work and play. The residential neighborhood is home to street after street of oak-shaded bungalows, many built in the original Florida "cracker" style with wraparound front porches. Thornton Park is also a colorful commercial district with a European feel complete with brick lined streets. The district attracts both residents and visitors to a charming mix of restaurants and boutiques. In fact, more than 50 locally owned specialty shops, services and dining destinations call the Thornton Park District home. The district is just an 18-minute cab ride from International Drive and the Orlando attractions making it an ideal getaway for visitors looking to explore the "real" Orlando.



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DISTRICT 2

COMMISSIONER



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DISTRICT 3

COMMISSIONER



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DISTRICT 4

COMMISSIONER



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DISTRICT 5

COMMISSIONER



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DISTRICT 6

COMMISSIONER



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