

2013



**MAIN
STREETS**

ANNUAL REPORT



MESSAGE FROM THE MAYOR



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Dear Friend,

I am pleased to present the 2013 Orlando Main Street Annual Report. This was a year of growth and opportunity as we saw many new businesses join our Main Street family and witnessed several redevelopment projects come to life. Take for example the new East End Market, located in Audubon Park Garden District which is an example of both entrepreneurship and redevelopment. The first-of-its-kind market is an adaptive reuse project of an abandoned church building that today, houses many unique independent businesses.

In recent months, our eight Main Street districts – Audubon Park, Church Street, College Park, Downtown South, Ivanhoe Village, Mills 50, Semoran Business Partnership and Thornton Park have garnered national attention from publications like USA Today, Forbes and the New York Daily News. These media outlets have recognized the unique mix of restaurants, shops and nightlife these districts offer both our residents and our visitors.

Our Main Street districts offer much more than a wide variety of shopping and entertainment options...our Main Street districts are strengthening our local economy and community. Over the last five years, Orlando’s Main Street districts have generated an investment of more than \$509 million, the addition of nearly 3,000 full and part-time jobs and nearly 500 new businesses. In addition, more than 52,000 hours have been donated by volunteers to help make our district programming successful.

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

Sincerely,

Buddy Dyer
Mayor

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



IVANHOE
VILLAGE





BY THE NUMBERS

ACTIVITY TRACKED WITHIN ORLANDO MAIN STREETS

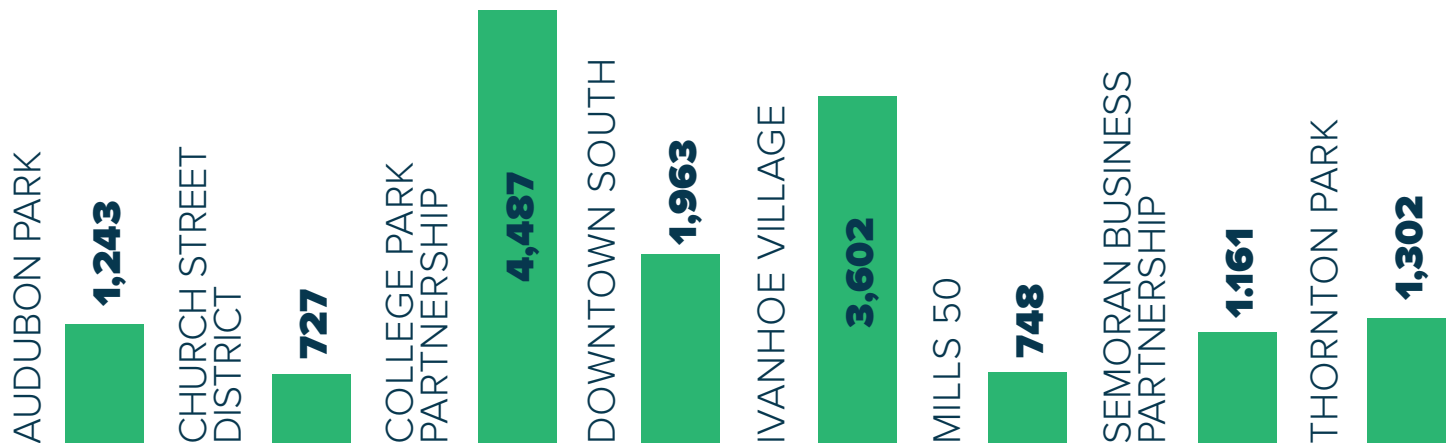
The cumulative success of the Main Street Approach® and Main Street programs on the local level has earned a reputation as one of the most powerful economic development tools in the nation. The National Trust Main Street Center and Main Street Coordinating Programs annually collect statistical information 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.

	CUMULATIVE FISCAL YEAR 2007/2008 THROUGH FISCAL YEAR 2012/2013	FISCAL YEAR 2012/13
Number of Districts	8	8
Dollars Reinvested in Improvements*	\$508,810,710	\$29,495,246
Average Investment Per District	\$19,001,539.55	\$2,247,824
Net New Business	494	100
Net New Full-Time Jobs	1,819	322
Net New Part-Time Jobs	1,160	398
Business Expansions	23	4
Building Rehab Projects	501	108
Reinvestment Ratio	\$71.68	\$30
Volunteer Hours Donated	52,159	15,233
Value of Volunteer Hours	\$1,154,800.26	\$337,258.62



* These figures include \$356,798,394 (cumulative) and \$17,842,412 (fiscal) worth of improvements made at Florida Hospital (Ivanhoe Village) and Orlando Health (Downtown South).

VOLUNTEER HOURS DONATED IN 2012/2013



CITY COUNCIL



DISTRICT 1

COMMISSIONER



JIM GRAY
407.246.2001
jim.gray@
cityoforlando.net

DISTRICT 2

COMMISSIONER



TONY ORTIZ
407.246.2002
tony.ortiz@
cityoforlando.net

DISTRICT 3

COMMISSIONER



ROBERT F. STUART
407.246.2003
robert.stuart@
cityoforlando.net

DISTRICT 4

COMMISSIONER



PATTY SHEEHAN
407.246.2004
patty.sheehan@
cityoforlando.net

DISTRICT 5

COMMISSIONER



DAISY W. LYNUM
407.246.2005
daisy.lynum@
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DISTRICT 6

COMMISSIONER



SAMUEL B. INGS
407.246.2006
samuel.ings@
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2013 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 2013, the Orlando Main Street districts hosted the following events:

AUDUBON PARK GARDEN DISTRICT

EVENT	ATTENDANCE
Monthly Trivia Nights	30 (average per event)
Vintage Valentine (February)	350
Off the Wall Art Show (March)	85
Fourth Annual Kidfest (April)	125
British Isles Adventure Race (May)	50
Container Gardening Workshop (May)	18
Gardening for Wildlife Workshop (July)	30
Fifth Annual Bastille Day (July)	65
Lady Raven's Cotillion (October)	50
Zombitoberfest (October)	3,000
Small Business Saturday Sip & Stroll (November)	30
Holiday Lights Bike Tour (December)	185

CHURCH STREET DISTRICT

EVENT	ATTENDANCE
3rd Thursday Art Walk & Gallery Hop (monthly)	200 (average per event)
Community Meetings (5 total)	15 (average per event)
Downtown Brew (March)	1,600
Central FL Concierge Association (April, September)	45 (average per event)
V2 Lab Car Show (April)	3,000
Back to School Jams (August)	700
Give Life Orlando Day (August)	113 pints of blood collected
Art & Jazz on Church Street (November)	1,300



PHOTO BY ANNA BOMHOFF

COLLEGE PARK PARTNERSHIP

EVENT	ATTENDANCE
Business Networking Socials (Bi-monthly)	60 (average per event)
Donor Thank You Luncheon (February)	40
Nip and Tuck (April/October)	20 volunteers
Dancing on the Drive (May)	4,200
College Park JazzFest (October)	8,000
Holiday on the Drive (November)	4,000

DOWNTOWN SOUTH

EVENT	ATTENDANCE
Coffee Club (Monthly)	30 (average per event)
Downtown South Connect (Bi-Monthly)	40 (average per event)
Business for Breakfast (Quarterly)	20 (average per event)
Property Showcase (January)	60
Spring Membership Social (May)	125
National Night Out (August)	1,600
Fall Membership Social (September)	150
Win the Window (October/November)	80
Jingle Jam (December)	1,200

2013 EVENTS



IVANHOE VILLAGE

EVENT	ATTENDANCE
Ivanhoe Trivia Knight (Weekly)	25-50 (average per event)
Ivanhoe After Hours (Quarterly)	145 (average per event)
Refresh Orlando (March)	250 volunteers
4 x 4 x Fringe Pub Crawl (May)	150
Virginia Drive Live (June)	1,000
Lake Ivanhoe Cleanup (June)	20 volunteers
Junk in the Trunk Rummage Sale (August)	200
Super Joy Rider Cleanup (August)	25
Ivanhoe Poster Unveiling (October)	50
Happy Holiday Sign Lighting (November)	50
Jingle Eve (November)	5,000
12 Pubs of Christmas (December)	90

MILLS 50

EVENT	ATTENDANCE
Dragon Parade/Lunar Fest (February)	6,000
St. Patty's Day Pub Crawl (March)	50
Business Power Hour (March)	25
Business After Hours (March/May/July/October/December)	50 (average per event)
4 x 4 x Fringe Pub Crawl (May)	150
80's Dance Party (July)	30
GreenUp (November)	15 volunteers
Twelve Pubs of Christmas (December)	90
Holiday Food Drive for Fern Creek Elementary (December)	60



SEMORAN BUSINESS PARTNERSHIP

EVENT	ATTENDANCE
Business Watch Program	15
Business Networking Socials (July/August)	35 (average per event)
Corridor Coffee Connection (July/August/September/October)	65 (average per event)
2nd Annual Trunk-O-Treat (October)	700

THORNTON PARK

EVENT	ATTENDANCE
2nd Thursday Wine & Art Walk (Monthly)	800-900 (average per event)
Neighborhood Mixers (Quarterly)	40
Downtown Pour (April)	450
BroomStick Derby (May)	350
Volunteer Gathering (July)	20
Terror on Thornton Park (October)	500
Holiday Window Contest (December)	15



Situated between two beautiful parks, Leu Gardens to the west and Blue Jacket Park to the east, Audubon Park is a traditional neighborhood of more than 900 homes and just northeast of Downtown Orlando. Audubon Park is known for oak-lined streets and mid century modern homes, among which are three lakes – Lake Dee, Lake Shannon and Druid Lake. Originally developed during World War II to support a Strategic Air Command base, Audubon Park has blossomed into a food and cultural hub recognized by such publications as the New York Times, Southern Living and many others. Named “Best Place to Buy a House” by Orlando Weekly, Audubon Park is the hippest scene in Central Florida and is known for its culinary chops, a creative community and singular events. In addition to crafting Orlando’s most original events, Audubon Park boasts more award winning shops, restaurants, and bars per square mile than any other part of Central Florida.

1
Total
Improvements

\$13,750
Amount Invested

4
New Businesses
Opened

12
Jobs
Created

727
Volunteer Hours

\$27,520
Value of Volunteer
Hours

\$17,480
Private Dollars Invested



*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.

AUDUBON PARK



PHOTOS BY STEVEN MILLER PHOTOGRAPHY.

"I have recently relocated my business here to Audubon Park after many years as a home-based business. My decision was greatly influenced by knowing this is a Main Street District. I have watched it change, grow and develop into the vibrant, thriving community it is in great part through the Main Street program's efforts. The East End Market where I am located attracts my target clientele and I am excited to be here."

**Cathy Sands
Blue Daze Designs**

2013 ACCOMPLISHMENTS

- Received National Main Street Accreditation
- Assisted local businesses meet regulatory guidelines
- Installed new, donated bike rack at The Smiling Bison
- Relunched organic community garden
- Launched Wildlife Habitat Certification program in conjunction with National Wildlife Federation
- Initiated toy drive for BASE Camp children's charity
- Worked with Rollins students on four clean up days to help pick up litter along Corrine Drive
- Held free gardening for wildlife workshop, container gardening workshop, street festival in this part of town (ZTF) and pop up art show
- Provided public relations solutions to area businesses

CONTACT

Audubon Park
Garden District

3201 Corrine Drive #216

Orlando, FL 32803

407.212.7321

audubonparkgardendistrict@gmail.com

apgardens.com



The Church Street District is an area of Downtown Orlando that includes 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.

24
Total Improvements

\$3,781,930
Amount Invested

15
New Businesses
Opened

238
Jobs created

727
Volunteer Hours

\$16,085
Value of
Volunteer Hours

\$34,502
Private Dollars Invested



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CHURCH STREET



“As a business owner in the Church Street District, I have enjoyed being a board member. The district has engaged in an outreach program that has brought new businesses and customers to Church Street. They have developed several large events and have brought the neighborhood together through community meetings. 7-Eleven is a proud member of the Church Street District.”

Jay Manji
Owner
7-Eleven

2013 ACCOMPLISHMENTS

- Received National Main Street Accreditation
- Attracted more than 1,600 people to the district for the Downtown Brew event
- Coordinated 3rd Thursday Art Walk & Gallery Hop, Give Life Orlando Day and Back to School Jam
- Engaged community through innovative social media cocktail contest
- Held district tours for the Central Florida Concierge Association
- Developed Church Street District Card program offering discounts to member vendors
- Recruited eight new business members
- Hosted multiple tour operators from Canada, China, Denmark and 33 of Visit Orlando’s Meeting Planners, international representatives, and community meetings along with several press groups resulting in multiple write ups to include the *Orlando Business Journal*, Great Dates Orlando, Let’s Blog Florida, Visit South, The Daily City and Visit Orlando

CONTACT

Church Street District
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Suite 201
Orlando, FL 32801
407.508.2907
debra@churchstreetdistrict.com
churchstreetdistrict.com

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."

5
Total Improvements

\$41,670
Amount Invested

18
Businesses Opened

86
Jobs Created

4,487
Volunteer Hours

\$99,342
Value of Volunteer Hours

\$92,843
Private Dollars Invested



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COLLEGE PARK



“College Park Partnership has made a monumental difference in the College Park Community. As a business owner, over the past few years, I have watched the Edgewater Drive and surrounding area evolve to a new level because of the programs, events, memberships and communication that the district has developed. Businesses are now working together to make College Park a more family friendly place where people want to bring new businesses, live, dine, bike, walk and meet their neighbors. College Park Partnership has become the glue that binds our community together.”

**Bob Patterson, owner
College Park Sunoco**

2013 ACCOMPLISHMENTS

- Received National Main Street Accreditation
- Attracted more than 15,000 people and raised almost \$45,000 in sponsorships for College Park’s three signature events, Dancing on the Drive, College Park JazzFest and Holiday on the Drive
- Commissioned local artist to construct BIKERACK adjacent to Albert Park
- Donated \$12,000 to non-profit organizations who volunteered during Dancing on the Drive and JazzFest
- Held two “Nip & Tuck” clean up days at which volunteers cleaned and filled tree wells with lava rocks and painted sign posts
- Decorated Albert Park during holiday season including drip lights in the tress over the park and had a 15’ Christmas tree with customized ornaments from businesses and individual

CONTACT:

College Park Partnership

P.O. Box 547744

Orlando, FL 32854

407.579.8228

andrea@collegetpark
partnership.com

collegetparkpartnership.com

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.

26
Total Improvements

\$9,540,499
Amount Invested

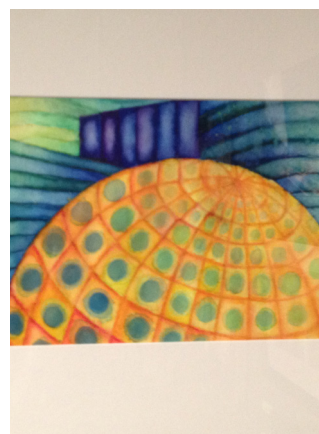
29
Businesses Opened

280
Jobs Created

1,963
Volunteer Hours

\$43,461
Value of Volunteer Hours

\$46,552
Private Dollars Invested



*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. Amount invested includes improvements made at Orlando Health.

DOWNTOWN SOUTH



“KIMCO Realty, owners of the SODO Shopping Center, knows Downtown South is truly dedicated to improving all aspects of the district, producing both tangible and intangible benefits to business owners and residents. Through community participation, education, advocacy and events Downtown South continues to enhance the quality of life within our neighborhood.”

**Charlotte Manley,
Director of Real Estate,
Florida Region**

2013 ACCOMPLISHMENTS

- Received National Main Street Accreditation
- Engaged local artists to transform five utility cabinets into pieces of art
- Participated in Picturing Main Street with four Downtown South artists and Small Business Saturday
- Received City of Orlando Outstanding Main Street Award for Fundraising/Membership Development
- Held Third Annual Win the Window, Second Annual Jingle Jam, Fourth Annual Best Business Awards, Fifth Annual Spring Social and Second Annual Fall Social
- Utilized eight UCF Interns throughout the year
- Placed an additional 30 banners on Orange Avenue and Michigan Street with new banner design
- Showcased 80 available properties for lease or sale
- Revamped Advocates Program to increase impact and value for business memberships
- Implemented coupon card with 16 businesses offering discounts valued at more than \$200
- Awarded Mayor’s Matching Grant from the City of Orlando to supplement funding for banners
- Participated in FDOT South Orange Avenue Corridor Study Focus Panel

CONTACT

Downtown South

P. O. Box 568952

Orlando, FL 32856-8952

407-715-3315

holly@downtownsouth
orlando.org

downtownsouthorlando.org



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, 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 Drive, Loch Haven Park and the Florida Hospital Health Village. The district is home to Florida Hospital, Orlando Philharmonic Orchestra, Orlando International Fringe Theatre Festival, The Orlando Ballet, The Ronald McDonald House, Orlando Museum of Art, Orlando Science Center, The Mennello Museum of American Art and Orlando Shakespeare Theatre.

15
Total Improvements

\$10,131,710
Amount Invested

19
Businesses Opened

174
Jobs Created

3,602
Volunteer Hours

\$79,748
Value of Volunteer Hours

\$26,264
Private Dollars Invested



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IVANHOE VILLAGE



"I am very excited for the future of the Main Street program. Teamwork between City Hall and the Main Street leaders of each neighborhood will ensure continued success of the program."

**Jason Dugan, Owner,
Santiago's Bodega**

"Working with the Ivanhoe Main Street program has helped me gain exposure with people from the neighborhood, connect with other business owners and gain attention through participating in events. Having the support of the program has been a huge help for me in trying to grow a new small business."

**Brandy Tezak, Owner,
Retromended Vintage**

2013 ACCOMPLISHMENTS

- Received National Main Street Accreditation
- Launched a successful campaign to restore the Happy Holiday/Happy New Year sign on top of the historic Ivanhoe building
- Achieved fundraising goals
- Produced successful events including Virginia Drive Live and Jingle Eve
- Partnered with Mills 50 to produce the "Twelve Pubs of Christmas Pub Crawl"
- Partnered with Mills 50 and Orlando Fringe to produce and sell Fringe coupon books as a fundraiser for the three organizations and produce "4x4xFringe" pub crawl
- Worked with organizer of the Orlando Fringe Festival to maximize economic impact of event
- Awarded The Orlando Fringe Sponsor Excellence Award
- Featured in a *USA Today* article titled "10 Best Neighborhoods that Tourists Haven't Found Yet"

CONTACT:

Ivanhoe Village Main Street
1605 Alden Road
Orlando, FL 32803
407.203.2826
scottie.campbell
@ivanhoevillage.org
ivanhoevillage.org

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.

34
Total Improvements

\$3,374,091
Amount Invested

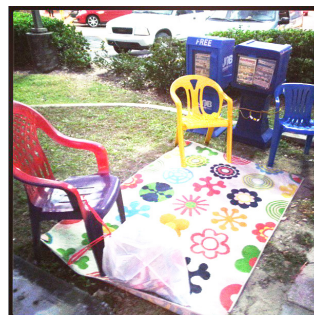
19
Businesses Opened

92
Jobs Created

748
Volunteer Hours

\$16,561
Value of Volunteer Hours

\$34,938
Private Dollars Invested



*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.

MILLS 50



“The Mills 50 organization has provided an opportunity for us to network with the other businesses and stay abreast of the wonderful improvements happening in our neighborhood. I truly believe that every single business and resident of this district should be a member.”

Dr. Brigid Williams,
Owner, Eola Eyes

“Mills 50 has added such community support and awareness through the art box project and banner program, as well as the new mural project. Mills 50 is always coming up with creative ideas to promote the district, which helps all the businesses.”

Curtis Carswell,
Owner, The Great
Escape Frame & Art

2013 ACCOMPLISHMENTS

- Received National Main Street Accreditation
- Engaged local artists to transform 29 utility cabinets into pieces of art
- Recruited 35 new businesses to membership base for a total of 85 business members
- Increased Facebook and Twitter followers to just less than 4,000
- Organized two “GreenUps” to trim and fertilize the eight Chinese Fan Palms along Mills Avenue
- Hosted Coffee Power Hours and Business AfterHours
- Partnered with Ivanhoe Village to produce the “Twelve Pubs of Christmas Pub Crawl”
- Partnered with Ivanhoe Village and Orlando Fringe to produce and sell Fringe coupon books as a fundraiser for the three organizations and produce “4x4xFringe” pub crawl
- Co-sponsored and produced the Second Annual Dragon Parade/Lunar New Year Festival, attended by more than 6,000 people
- Purchased and installed four bicycle racks and a large bicycle corral along Mills Avenue in cooperation with Commissioner Patty Sheehan and the City of Orlando
- Produced a Spring Sidewalk Sale with 12 merchants participating
- Awarded the Mayor’s Matching Grant and a grant from Wells Fargo for the fabrication and installation of an additional 50 branding banners throughout the district

CONTACT:

Mills 50

1200 Weber Street

Orlando, FL 32803

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mills50.org

Located in the southeast section of Orlando, the Semoran Business Partnership 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.

4
Total Improvements

\$335,500
Amount Invested

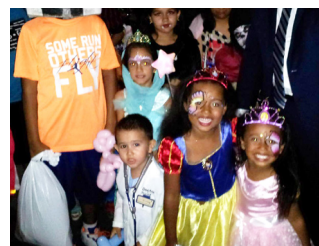
19
Businesses Opened

98
Jobs Created

1,161
Volunteer Hours

\$25,705
Value of Volunteer Hours

\$34,938
Private Dollars Invested



*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.

SEMORAN BUSINESS PARTNERSHIP



“As a Member of the Semoran Business Partnership I have to say, that is one of the best groups to be part of, we are not just a business group we are a family that works together helping each other grow their business, always with the community in mind. We work from the community to the community.”

**Maria Armas,
Project Manager,
Fusion Studios**

2013 ACCOMPLISHMENTS

- Recruited new members for the Executive Board of Directors
- Held Inaugural School Supply Drive at Keiser University
- Renewed and recruited several key Sustainer, Partner and Supporter level members
- Awarded \$5,000 grant from Wells Fargo, \$1,000 grant from WalMart Foundation and \$6,000 grant from Orange County
- Instituted Buy Semoran Program

CONTACT:

Semoran Business
Partnership

727 South Semoran
Boulevard

Orlando, FL 32808.

407.534.7847

mayra.rubero@sebupa.org

sebupa.org

THORNTON PARK DISTRICT

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.

6
Total Improvements

\$354,629
Amount Invested

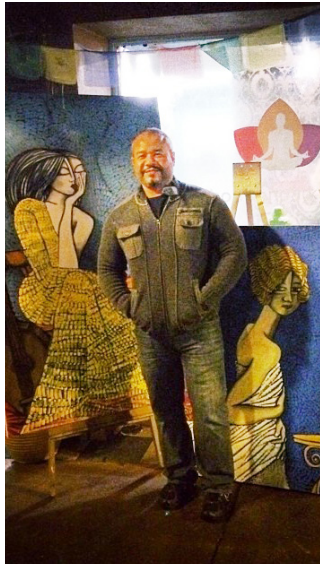
4
New Businesses Opened

13
Jobs Created

1,302
Volunteer Hours

\$28,826
Value of Volunteer Hours

\$44,769
Private Dollars Invested



*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.

THORNTON PARK



"Being on the board of the Thornton Park District representing my office, Olde Town Brokers, has been very rewarding. Living here and working here has always been very important to me. But, now that we are part of the Main Street program, Thornton Park has so much more to offer for the residents and the visitors as well. The common goal we all have for our district shows and it makes it an even better place to live!"

**Sue-Bee Laginess,
Realtor / Property
Manager,
Olde Town Brokers**

2013 ACCOMPLISHMENTS

- Received designation as an official Orlando Main Street district
- Recruited 24 new business members to membership base for a total of 31 business members
- Developed district branding, website and monthly newsletter
- Increased social media reach to more than 9,200 followers on Facebook
- Hosted monthly neighborhood mixers, volunteer socials, Downtown Pour, Broomstick Derby, Thornton Park District Cocktail Contest and Holiday Window Contest
- Sponsored Orlando Pride and Hooters for Scooters
- Instituted Entrepreneur of the Month program
- Produced Thornton 2nd Thursday Wine & Art Walk and Inaugural Halloween event, Terror on Thornton Park
- Awarded Golden Brick for Downtown Experience from the Downtown Orlando Partnership and Promotion of the Year from Orlando Main Street for the Thornton 2nd Thursday Wine & Art Walk
- Worked with business owners on existing and new sidewalk cafe permits
- Hosted OUC green educational session with business owners and residents

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2013

**MAIN
STREETS**

ANNUAL REPORT

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CITY OF ORLANDO
ECONOMIC DEVELOPMENT

