



A local thing



2016 ANNUAL REPORT



A MESSAGE FROM THE MAYOR



Dear Main Street Supporter,

It has been quite the year of accomplishments for the Orlando Main Street program and I am very pleased to share with you the 2014 Annual Report. This report showcases how our nationally recognized Main Street program provides

a framework for fostering the growth of these districts and the small businesses within them.

For our great neighborhoods, our Main Street programs are just that, the Main Street or commercial engine for these neighborhoods. They serve as the economic backbone of our neighborhoods.

The Main Street organizations focus on enhancing our City's assets such as distinctive architecture, a pedestrian-friendly environment, personal service, local ownership and a sense of community.

This year we extended our program by welcoming the nation's first digital Main Street, Orlando Tech. Orlando Tech provides us with connections, promotions and encourages the development and growth of technology companies in our community. The first Orlando Tech Week attracted over 2500 attendees with a week of events hosted by organizations and businesses from across Orlando's technology industry.

All of our Main Streets had a great year from Mills 50 turning "trashy" into "artsy" with their Dumpster Art project to College Park celebrating their community with a Thank You Luncheon and Downtown South's ongoing Business for Breakfast.

These successes were highlighted at our 3rd Annual Orlando Main Street Awards Ceremony. The awards are a great way for us to commemorate and acknowledge those who have dedicated their time into continuously creating a successful Main Street program.

A huge thank you goes out to each Main Street District and their volunteers for providing our program with hard work and dedication. It has truly paid off.

It is the small businesses that our Main Streets support which makes Orlando such a great place to live. They create, define and strengthen our existing neighborhoods.

I look forward to continue watching and supporting the growth of our Main Streets.

Sincerely,

Buddy Dyer
Mayor, City of Orlando



WHAT IS MAIN STREETS?

Established in 2008 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, historic 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 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



ORLANDO CITY COUNCIL

District 1



Commissioner Jim Gray
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District 2



Commissioner Tony Ortiz
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District 3



Commissioner Robert F. Stuart
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Commissioner Regina I. Hill
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District 6



Commissioner Samuel B. Ings
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AUDUBON PARK GARDEN DISTRICT

ACCOMPLISHMENTS

Great American Main Street Award Winner, 2016

Planted pollinator pocket garden at corner of Corrine Drive and Bennett Road

Created an Urban Bird Sanctuary in Song Bird Park

Hosted the statewide Florida Local Food Summit

Hosted 12 community festivals, including Kidsfest, Bastille Day and Zombietoberfest

Planted over 200 native plants in the district

EVENTS

Eat Local Sip and Stroll

St. Paddy's Day Artisan Cheese and Beer

Sixth Annual Kidsfest

Great American Main Street Happy Hour

Eighth Annual Bastille Day

Eighth Annual Zombietoberfest

Plant a Bird Sanctuary!



I absolutely LOVE the Audubon Park Garden District! Such a hip community with great values, local businesses and flavor, and the perfect to live and start a business!

Steven Miller

Steven Miller Photography.



CHURCH STREET DISTRICT

ACCOMPLISHMENTS

Accomplishments

Successfully hosted 3,200 guests for Come Out with Pride Block party

Gave away over 300 toys to Big Brothers and Big Sisters at Christmas on Church Street

Hosted over 3,000 guests on Church Street including celebrities for the Wahlburgers Grand Opening Event

Hosted our 4th Annual Downtown Brew

Hosted over 4,000 guests for an FSU Block Party before the FSU vs Ole Miss game at Camping World Stadium

EVENTS

Alive@Five

Come Out With Pride

CSD Raffle at Orlando Weekly's 25th Anniversary Party

Christmas on Church Street

Community Meeting

Wahlburgers Concert Event



Being a part of the historic Church Street District in downtown Orlando has played a big roll during our 1st year of business. Events put on by the district bring locals and tourists out to enjoy. Alive@Five has introduced a whole new clientele and is a great way to start the weekend. Church Street events in the future have plans to be bigger and better and Ferg's Depot is thrilled to be a part of the revitalizing of Church Street.

Dave Griffin

General Manager, Ferg's Depot



The enthusiasm and community pride that the Partnership encourages and fosters in College Park is a very valuable asset that continues to make our community strong and allows it to thrive year after year.

Donna Anthony

Sassy Pants Activewear Boutique

COLLEGE PARK MAIN STREET

ACCOMPLISHMENTS

Raised almost \$50k more in 2016 than in the previous year.

Hosted “Pink Out College Park” in conjunction with Florida Hospital, raising money to be used for the Mammography Scholarship Fund, allowing more women to be able to have mammograms. College Park decorated with Pink Out College Park pole banners, pink curbs, pink desserts at restaurants, pink lights in business throughout CP and large pink balls in the Oak Tree in Albert Park.

Donated \$18,000 to over 20 non-profits and charitable groups in College Park.

Held two Nip & Tuck clean-up events along Edgewater Drive with an estimate of over 40 volunteers.

Executive Director and a board member from College Park Partnership were selected as speakers for a session on Main Street Restaurant Week at the National Main Street Conference

Added an antique car show to Dancing on the Drive this spring that was a big hit.

Honored victims of Pulse Nightclub shooting with #OrlandoUnited banner bibs along Edgewater Drive.

Held art contest among students at Princeton Elementary and Lake Silver Elementary and displayed their art in the Albert Park gazebo during the month of December.

Also during the holidays, we began a new tradition with a Santa Mailbox. We hosted evening, co-hosted by local churches, to have kids come write letters to Santa and they got free cookie decorating and ice cream during the pop-up evening events.

EVENTS

Dancing on the Drive and Classic Car Show - April 30 Est. 6,000 in attendance

College Park JazzFest - October 17 - Est. 8,000 in attendance

Holiday on the Drive - December 3 - Est. 3,500 in attendance

5 Networking Socials throughout the year

Annual Awards Social giving awards to worthy volunteers

Annual Thank You Luncheon for Major Donors, who gave CPP \$500 or more in membership and sponsorship

Co-hosted National Parking Day with Florida Chapter of the Landscape Architects Association

Pink Out College Park in Coordination with Florida Hospital for Women and the City of Orlando - October 2015



Gateway Orlando has been instrumental in assisting our institution Ana G. Méndez University System fulfill one of our goals: community engagement thru participation in local organizations.

Juan A. López, MIS
Learning Resources Center Director

GATEWAY ORLANDO

ACCOMPLISHMENTS

4th Annual Trunk-O-Treat was held at Keiser University on October, 2014.

Renewal and recruitment of several key Sustainer, Partner, and Supporter level members.

Gateway Orlando received \$5,000 from DDR Lee Vista Promenade for a Gold Sponsorship

Hosted 2nd annual Charity Golf Tournament at Corridor Country Club, donated a portion of the proceeds to Friends of Children & Families.

Partnered with East Orlando Chamber to host annual Business Expo, with over 60 businesses participating.

Participated in and hosted Hispanic Heritage and History Events to educate local business owners and celebrate the culture.

Gateway Orlando Organization Committee received "first-ever" Main Street Award for Connection Core Group

Hosted Small Business Saturday at Semoran Park Plaza, engaging community and local businesses with giveaways and promotions.

Worked with local business owners to clear up permitting issues with the City of Orlando

Educated local businesses on grant and facade programs offered by the city and the county.

Educated local businesses on green alternatives to trash

to lower bill and create compost.

Supported local Non-Profit, Feed and Fortify to collect food and gifts throughout the year.

Provided toys to local business owner in support of holiday giving to needy children through several charities.

Partnered with Keiser University to provide a safe place and exciting event for children to Trick or Treat in the community.

Hosted a Health and Harmony event at Ana G Mendez to give residents guidance in health and finance related issues.

Donated \$2300 to Englewood Neighborhood center to continue Midnight Basketball when they lost the funding for program. The program has continued under a new name Ballin' After Dark.

Donated Gift Cards to Colonial High School for their Showcase event.

Helped plant the Dover Shores Community Garden and provided lunch for all volunteers.

Started the Gateway Guardian program that developed from a public safety meeting with local law enforcement to now include the 19 hotels of our district. The Hotels are now Hosting and sponsoring the event.

Developed the District App that will launch before the holiday season to help bring together the communities with the hotels, tourism and business.



Choosing Ivanhoe Village Main Street has been fundamental in the amazing growth of Okidanokh Goldsmith Jewelry. Within our first year in 240 square feet, we maximized sales and have now moved into a custom store front space 10 times larger. It is wonderful be in Ivanhoe Village!

Almut Belote

Okidanokh,
Okidanokh Goldsmith Jewelry

IVANHOE VILLAGE

EVENTS

November 2015 - “Day of the Dead Bar Crawl”,

November - “Jingle Eve”

November - “Small Business Saturday”

April 2016 - “Pedalpalooza”

April - “Virginia Drive Live”

May - Orlando Weekly’s “Beer ‘Merica” Craft Beer Festival - Orlando Weekly partner event

May - “You Don’t Know Ivanhoe” Orlando Fringe - partner event

June - “Virginia Drive Live”

July - “Main St. Restaurant Weeks” City of Orlando - partner event

Monthly - “Drink Around the Hood”- Orlando Weekly partner event