



DDB

A meeting of the Downtown Development Board was held on Wednesday, February 25, 2015 at City Hall, 400 South Orange Avenue, Sustainability Conference Room, Second Floor, Orlando, Florida. Noting a quorum was present; Chair Roger Chapin called the meeting to order at 3:05 p.m.

MEMBERS PRESENT: Roger Chapin, Chair
Bill Dymond
Wendy Connor
Jessica Burns

MEMBER ABSENT: Doug Taylor, Vice Chair

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVE
PRESENT:

Terry Delahunty

STAFF PRESENT: Thomas C. Chatmon, Jr., Executive Director
Walter Hawkins, Director of Urban Development
David Barilla, Assistant Director
Christel Brooks, Administrative Specialist
Shaniqua Rose, Board Secretary
Kelly Allen, Marketing Coordinator
Sydney Gray, Social Media Specialist
Patricia Dellacona, Division Fiscal Manager
Mercedes Blanca, Economic Development Coordinator
Rose Garlick, Downtown Information Center Manager
Stacey Adams, Assistant City Attorney
Commissioner Regina Hill

Approval of Minutes - A motion was made by Wendy Connor and seconded by Jessica Burns to approve the minutes for the January 28, 2015 Downtown Development Board meeting. The motion carried unanimously.

Orlando Police Department – Sergeant Jeffrey Blye gave an update on recent activities Downtown. The Board thanked Sergeant Blye for his updates.

Downtown Arts District – Barbara Hartley, Downtown Arts District Executive Director, recapped the events from the Downtown Arts District. She presented art/event statistics, gave an update on different programs and let the Board know of upcoming events. The Board thanked Ms. Hartley for her updates.

Executive Director Report –

Thomas C. Chatmon Jr., deferred to Jason Siegel, Managing Partner / CEO / President Alternate Governor of Orlando Solar Bears, who gave a PowerPoint and video presentation to recap the All-Star activities. The Board thanked Mr. Siegel for his presentation.

New Business:

- a. **Florida Music Festival** – Patricia Dellacona, Division Fiscal Manager gave a brief overview of the Florida Music Festival and Conference. The 14th Annual Florida Music Festival & Conference is scheduled for April 16-18, 2015 in Downtown Orlando. This three-day event will incorporate 150 bands on multiple stages including The Plaza Theater, Church Street Station, Wall Street Plaza, Cheyenne, Pugh Theater, Beacham, The Social and smaller venues such as CityArts Factory. Performance times begin at 6 pm and end at 2 am, giving attendees an opportunity to view multiple acts per night, all free of charge. Ms. Dellacona deferred to applicants Rick Wheeler and Sean Perry who gave a presentation to explain that this year the event will be changing from a paid event to a three night free event, which is why they are seeking funds from the Board. They explained that guests will be able to travel from venue to venue, enjoying different genres of music throughout each night. While FMF is not new to downtown, the promoters have chosen to expand FMF, giving more downtown venues an opportunity to participate. It is anticipated there will be approximately 7,000 patrons per night downtown for this event including members of the tech industry. The entire budget for this event is approximately \$100,000, with revenue generated by sponsorships vs. ticket sales.

Ms. Dellacona explained that Community Concert funding was requested in the amount of \$15,000 to help cover costs associated with this three day event. Based upon anticipated attendance to the event, staff sought approval of funding in the amount of \$10,000 from the Community Concert Project, contingent upon the Downtown logo appearing on all media, and the DDB's banner displayed at the event.

A motion was made by Bill Dymond and seconded by Wendy Connor to approve \$10,000 from the Community Concert funding to Florida Music Festival, contingent upon the Downtown logo appearing on all media, and the DDB's banner displayed at the event. The motion carried unanimously.

- b. **Orlando Interactive eXperience (OiX)** – Thomas C. Chatmon Jr., Executive Director gave a brief overview that Orlando Interactive eXperience (OiX) is an International Digital Festival that will showcase Orlando's leading advancements in interactive media, digital arts, and entertainment technology. OiX has submitted a request for special event funding for their 2015 event, scheduled to take place in Downtown Orlando October 2, 2015 through October 4, 2015 at the Amway Center and the Dr Phillips Center for the Performing Arts and October 4, 2015 through October 6, 2015 at the Orange County Convention Center. Mr.

Chatmon deferred to the applicant, David Glass, who introduced a few members from his Board (Philip Holt, Craig Ustler and Kenneth Goldstone). Mr. Glass explained that during the event, OiX will transform the Amway Center into a Gaming Arena with gaming tournaments, gaming exhibits, game development competitions, and educational workshops. At the Dr Phillips Center for the Performing Arts, OiX will feature interactive programming for technology creators, including a series of keynote presentations, panel discussions, and collaborative work groups. OiX intends to be an annual, multi-day signature event in Downtown Orlando. It will continue to enhance Downtown Orlando as a preferred destination to live and work in the technology industry as well as attract business class tourism from around the country and globe.

This event is consistent with the types of events that were suggested and supported by the Project DTO Task Force. The final Task Force report stated that there is an opportunity for Downtown Orlando to flourish by committing to technology and entrepreneurship, and by supporting special gatherings, arts and culture events, street fairs, and concerts within Downtown.

Commissioner Hill requested that a donation be given to the Parramore community on behalf of OiX after the event takes place. Mr. Glass explained that his company does work with the Parramore area, but would ensure that a donation of some sort be given to the Parramore community.

Mr. Chatmon explained that OiX is requesting funding in the amount of \$100,000 to help offset the facility usage and related facility/service fees for both the Amway Center and the Dr Phillips Center for the Performing Arts. Based upon the scope of the event, staff requested approval of funding in the amount of \$100,000 (\$50,000 towards Amway Center costs and \$50,000 towards Dr Phillips Center for the Performing Arts costs), subject to OiX entering into agreements by July 20, 2015 with Amway Center and Dr Phillips Center for the Performing Arts for the event to take place from October 2-4, 2015, OiX providing evidence of having raised \$422,000 in cash, excluding DDB funds, to meet the total estimated out-of-pocket expenses for the event by July 20th, 2015, OiX partnering with Downtown hotels to offer room packages in conjunction with the event, the DDB banner being displayed at the event, DDB being acknowledged as a presenting sponsor, a table or space being provided at the registration area or other agreed upon location, and the DDB logo appearing on all media promoting the event. Should OiX not raise the required \$422,000, excluding DDB funds, or enter into agreements with both Amway Center and Dr Phillips Center for the Performing Arts by July 20, 2015, the \$100,000 in funding will NOT be contributed by DDB towards the OiX facility usage or other related costs. However, should such agreements be entered into and \$422,000, excluding DDB funds, be raised prior to July 20, 2015, the DDB shall make payments of up to \$50,000 to both Amway Center and Dr Phillips Center for the Performing Arts following the event so long as all of the above listed conditions are met. Mr. Chatmon noted the addition of the condition that a donation is made to the Parramore community, but that further discussion would take place on the exact method.

A motion was made by Bill Dymond and seconded by Wendy Connor to approve funding in the amount of \$100,000 to help offset the facility usage and related facility/service fees for both the Amway Center and the Dr Phillips Center for the Performing Arts, subject to OiX entering into agreements by July 20, 2015 with

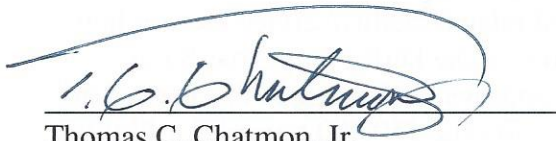
Amway Center and Dr Phillips Center for the Performing Arts for the event to take place from October 2-4, 2015, OiX providing evidence of having raised \$422,000 in cash, excluding DDB funds, to meet the total estimated out-of-pocket expenses for the event by July 20th, 2015, OiX partnering with Downtown hotels to offer room packages in conjunction with the event, the DDB banner being displayed at the event, DDB being acknowledged as a presenting sponsor, a table or space being provided at the registration area or other agreed upon location, and the DDB logo appearing on all media promoting the event.. The motion carried unanimously.

Date of Next Meeting

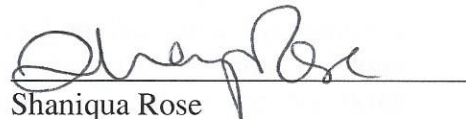
The next scheduled regular meeting of the Downtown Development Board is Wednesday, March 25, 2015, 3:00p.m. at City Hall, Sustainability Conference Room, Second Floor.

Adjournment

There being no further business to come before the Downtown Development Board, Chair Roger Chapin adjourned the meeting at approximately 4:38 p.m.



Thomas C. Chatmon, Jr.
Executive Director



Shaniqua Rose
Board Secretary