

Nightclubs Task Force

Creating a Sociable City



Task Force Members

David Arnott	Mayor's Office
David Barilla	DDB/CRA
Jason Burton	City Planning
Kathy Devault	Mayor's Office
Deputy Chief Maddox	OFD
Mike Rhodes	Code Enforcement
Deputy Chief Smith	OPD



Presentation Overview

- Importance of the Nighttime Economy
- Evaluation Process and Community Engagement
- Assure Safety
- Enhance Vibrancy
- Plan for People
- Moving Forward



Importance of the Nighttime Economy

David Barilla – DDB/CRA



Nighttime Economy – Why it is Important

- People are seeking urban lifestyles.
- Central City's residential boom.
- Companies are seeking cities with vibrant nightlife.
- Attracting tourism and conventions to the City.



Nighttime Economy – Why it is Important

- UCF Downtown, 7,700 students+.



Nighttime Economy – Why it is Important

- Downtowns are for everyone.



Nighttime Economy – Why it is Important

- People want to socialize!



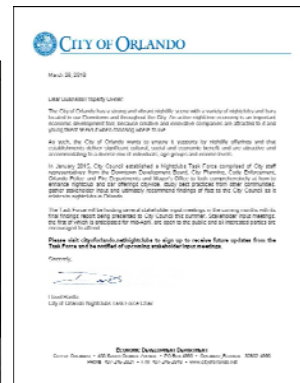
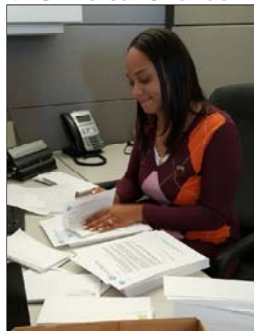
Community Engagement and Evaluation Process

David Barilla – DDB/CRA



Community Engagement

- Mailed nearly 1,500 letters to active restaurant/bar BTR holders and property owners.
- Sent nearly 1,000 emails to Downtown property and business owners.
- Call to action was to sign up on the dedicated Nightclub Task Force webpage (cityoforlando.net/nightclubs), 142 registrants.
- Direct contact and updates with Universal Orlando.



Community Engagement

Media Coverage

Security enhanced at some Orlando nightclubs

Updated: Nov 4, 2016 - 6:43 PM



The Orlando nightclub taskforce met for the first time since the Pulse shooting

Updated: Nov 3, 2016 - 4:32 PM



Orlando nightclub task force meets to discuss security after Pulse

City's task force met for the first time after June 12 shooting



Orlando leaders make plans to bring more visitors downtown

Updated: Nov 3, 2016 - 4:32 PM



Community Engagement

Responsible Hospitality Institute

Responsible Hospitality Institute (RHI), Hospitality Zone Assessment.

RHI has worked in nearly 70 other cities such as:

Florida Cities

Delray Beach
Fort Lauderdale
Fort Myers
Tallahassee
Tampa

Major US Cities

New York (Manhattan), New York
Las Vegas, Nevada
Philadelphia, Pennsylvania
San Francisco, California
Washington, D.C.



Community Engagement

Responsible Hospitality Institute

Appearances and Coverage**Policy**

- Surgeon General's Workshop on Drunk Driving
- National Highway Traffic Safety Administration Impaired Driving Division Strategy

**Community Engagement**

Video



Community Engagement

Meetings
30

Night Tours
7

Stakeholders
113

City Staff
45

Companies
80



Community Engagement

Companies



Community Engagement

Companies



Community Engagement

Hospitality Zone Assessment – Kick Off Event



Community Engagement

Hospitality Zone Assessment – Enhancing Vibrancy Seminar



Community Engagement

Hospitality Zone Assessment – Assure Safety Seminar



Community Engagement

Hospitality Zone Assessment – Plan for People Seminar



Community Engagement

Hospitality Zone Assessment – Multi-Use Sidewalk Roundtable



Community Engagement**Hospitality Zone Assessment – Entertainment Roundtable****Community Engagement****Hospitality Zone Assessment – Public Safety Roundtable**

Community Engagement

Hospitality Zone Assessment – Venue Safety Roundtable



Community Engagement

Hospitality Zone Assessment –Transportation Roundtable



Community Engagement

Hospitality Zone Assessment –Quality of Life Roundtable



Community Engagement

Hospitality Zone Assessment –Main Streets Roundtable



Community Engagement

Hospitality Zone Assessment – Live Music Roundtable



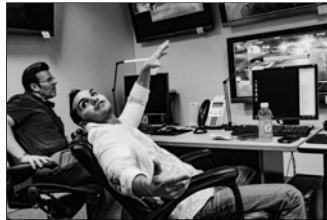
Community Engagement

Hospitality Zone Assessment – Local Restaurateur Roundtable



Community Engagement

Hospitality Zone Assessment – Late Night Tours



Community Engagement

Department of Homeland Security Training



Assure Safety

David Arnott – Mayor's Office



Assure Safety

- Enhance the Community Policing Downtown Bike Unit.
- Re-engage the OFD bike medics.
- Continue OPD and OFD hosted training programs.



Assure Safety

- Dedicate a Code Enforcement Officer.
- Encourage better communications between nighttime establishments.



Enhance Vibrancy

Kathy Devault – Mayor's Office



Enhance Vibrancy

- Foster the development of an industry group to serve as the voice for nighttime economy stakeholders.



Enhance Vibrancy

- Explore legislative action to lessen the State's current SRX requirements within certain zones to allow smaller storefronts to be restaurants with full liquor sales.



Enhance Vibrancy

- Inventory entertainment options and document economic and employment value of the nighttime economy.
- Build Orlando's nighttime economy brand by launching targeted marketing campaigns.



Plan For People

David Barilla – DDB/CRA



Plan for People

- Enhance cleaning and maintenance resources to include street cleaning and garbage collection on high impact nights, and complete a trash management study to look at waste receptacles to ensure they accommodate area waste.
- Assess the need for additional tree trimming, landscape and streetscape improvements to ensure sidewalks are well lit and easy for guests to navigate.



Plan for People

- Handle high impact nights in Downtown like an Amway Center or Camping World Stadium event to include traffic management, parking, and police resources.
- Create an Ambassador Unit to provide information to guests, help identify special business needs, guide our most vulnerable population toward resources.



Plan for People

Focus on a “pull vs. a push” at the end of each evening by creating “transportation hubs.” Potential ideas include:

- Establish well-lit taxi/ride-share stands or pick-up and drop-off zones to make it easier for patrons to locate their ride.
- Explore opportunities for mobile food vendors to locate to these areas rather than operating on the sidewalks. Consider establishing mobile restrooms at these locations.
- Coordinate transportation/food hubs with ambassadors and community policing unit.



Moving Forward

David Barilla – DDB/CRA



Moving Forward

Create a dedicated ***Night Manager*** to be the liaison to all nighttime economy businesses and coordinate City resources to accommodate this aspect of the economy.

- Facilitate safe, vibrant and sustainable opportunities to socialize.
- Retain and grow the economic value of the social and nighttime economy while effectively addressing nuisance activities, managing public safety risks, and alleviating quality of life impacts.
- Help neighborhoods with both residents and commercial activity achieve peaceful and mutually beneficial coexistence.
- Promote an atmosphere of trust, fairness and collaboration amongst diverse stakeholders.
- Increase transparency and efficiency of city government processes related to business development, regulation and enforcement.
- Assist hospitality business operators achieve consistent compliance through increased education.



Moving Forward

Other Cities that have created Night Manager positions.

US Cities

Delray Beach, Florida
Pittsburg, Pennsylvania
San Francisco, California

International Cities

Amsterdam, Netherlands
Berlin, Germany
Cali, Columbia
Dublin, Ireland
Edmonton, Canada
Holland, Netherlands
London, England
Toronto, Canada
Vancouver, Canada



Moving Forward

Create a ***Nighttime Economy Committee*** comprised of City staff, stakeholders and residents to help guide policy as it relates to the nighttime economy. This committee will monitor trends, prioritize common violations, and identify at-risk businesses for early assistance and intervention.

Approximately 20 members of the Community and City Staff.

US Cities

Boulder, Colorado
Lincoln, Nebraska
New York, New York
Providence, Rhode Island
San Francisco, California
Springfield, Missouri

Boulder's Responsible Hospitality Group
Responsible Hospitality Council
The New York City Hospitality Alliance
Hospitality Resource Panel
San Francisco's Entertainment Commission
Hospitality Resource Panel

International Cities

Berlin, Germany
Edmonton, Canada

Club Commission
Responsible Hospitality Edmonton



Questions

For more information please visit: cityoforlando.net/nightclubs

