



# CITY OF ORLANDO

---

Downtown South  
Neighborhood Improvement District  
Advisory Council

## MEETING NOTICE

A meeting of the Downtown South Neighborhood Improvement District (NID) Advisory Council was held at City Hall, Second Floor, Veterans Conference Rm, 400 South Orange Avenue, Orlando, Florida.

MINUTES – September 13, 2017

Advisory Council Members Present:

Harlan Hanson (chair)  
Aaron Bottenhorn  
Adam Freeman  
Charlotte Manley

City/DSNID Staff Present:

Martin Hudson  
Jason Burton

Members of the Public Present:

Linnette Boldig  
Jennifer Rafferty  
Peter Sechler  
Jay Hood  
James Krawczyk  
Buck Miller

1. Call Meeting to Order (9:00 am)
2. Roll Call
3. Approval of Minutes
  - a. Minutes from August 9, 2017 (Motion to approve the minutes with one minor word change. Passed 4-0)
4. Public Comment - NONE
5. Business Items
  - a. Long Term Financial Plan Updated and Motion
    - i. Martin Hudson presented an updated Comprehensive Long-Range Finance Plan to the Advisory Board. This updated Finance Plan was modified to better fit the



# CITY OF ORLANDO

---

City's finance process. This includes the 17/18 NID Budget of \$595,153. (See Attachment: Long-Range Finance Plan)

1. Motion to approve the updated Comprehensive Long-Range Finance Plan - Charlotte Manley/Aaron Bottenhorn (Passed 4-0)
- b. Motion on Mill Levy
  - i. Motion to approve the 1 Mill Levy – Charlotte Manley/Adam Freeman (Passed 4-0)
- c. Update on Master Plan (GAI)
  - i. Peter Sechler gave a brief update on the status of the new Master Plan/Complete Streets document. He stated that street concepts are coming together and they are working on the front end of the document. FDOT has finished the survey of Orange Avenue and staff and GAI are working to get that survey to move forward on the designs of Orange Avenue.
  - ii. Jay Hood of SM&E discussed that two options will be presented for different projects. One being an interim solution and the other a complete build-out solution.
  - iii. A brief discussion on roundabouts and how they don't need power to operate took place.
6. Announcements and Other Business
  - a. Harlan discussed that new draft bylaws were forwarded to staff. Martin let the Board know that the draft bylaws have been forwarded to department leadership for comment and review.
  - b. James Krawczyk presented the SODO Main Street budget request to the NID for the 17/18 budget year. (See Attachment: SODO District Annual Funding Proposal Budget)
    - i. Motion to approve the funding request – Aaron Bottenhorn/Charlotte Manley (Passed 4-0)
  - c. Martin discussed the concept of having quarterly or bi-annual joint meetings with the SODO Main Street Board. The Board liked this idea and staff will move forward to organize these meetings in the future.
  - d. Harlan discussed the SODO construction update document that was sent to Board members in September. (See Attachment: Current Development Projects list 8.24.17)
7. Next meeting Date
  - a. October 11, 2017
8. Adjourn

# **COMPREHENSIVE LONG-RANGE FINANCE PLAN**

**Downtown South Neighborhood Improvement District**

**FY 16/17 to FY 29/30**

***Discussion Draft***  
***September 7, 2017***

*This is intended to serve as the vehicle for the District  
Advisory Council, SoDo Main Street Board members,  
District stakeholders and the City of Orlando to establish  
ways and means for achieving the  
City's Vision Plan for the District.*

## EXECUTIVE SUMMARY.

The Vision of the Downtown South Neighborhood is to continue to become an aesthetically attractive, mixed-use, multi-modal, District of growing economic importance in the City. The Orange/Michigan Shopping area, the Orlando Health Medical campus, the Division Avenue Industrial corridor and the southside neighborhoods all form a vibrant socio-economic area of the community.

The Downtown South Neighborhood Improvement District is a facilitating agency dedicated to protecting and enhancing the quality of life of area residents and employees and growing the economic development of the business community. The District has resources to fund its administration along with plans for design standards, land use entitlements and capital improvement projects. It funds selected services of the SoDo Main Street organization. The primary task of the Administration is to seek and obtain grants, gifts and donations to make capital improvements in the District.

*The Finance Plan* uses a “Sources and Uses of Funds” analysis that is driven by the District’s Work Program. Partnering with the City of Orlando, SoDo Main Street, OUC, MetroPlan, Lynx and other public and private entities is a foundational approach of the District. The District’s ad valorem tax receipts plus the Orlando Health payment-in-lieu of taxes [PILOT] are sufficient to fund the District’s administration and planning efforts, plus “seed” selected projects to be funded by others through matching grants or short-term loans. The District funds are not, nor will they be, sufficient to fund major infrastructure projects. Partnering is the key to success.

**Exhibit 1**  
**Sources and Uses of Funds - Summary**  
**Downtown South Neighborhood Improvement District**  
**FY 16/17 – FY 21/22**

	<b>FY16/17</b>	<b>FY17/18</b>	<b>FY18/19</b>	<b>FY19/20</b>	<b>FY20/21</b>	<b>FY 21/22</b>
<b>Beginning</b>						
<b>Fund Balance</b>	<b>\$952,433</b>	<b>\$1,163,888</b>	<b>\$1,163,888</b>	<b>\$673,318</b>	<b>\$693,200</b>	<b>\$742,557</b>
<b>Total Annual</b>	<b>554,095</b>	<b>595,153</b>	<b>595,630</b>	<b>617,782</b>	<b>640,857</b>	<b>665,778</b>
<b>Revenue</b>						
<b>Total Annual</b>	<b>342,640</b>	<b>595,153</b>	<b>1,086,200</b>	<b>579,900</b>	<b>591,500</b>	<b>228,200</b>
<b>Expenses</b>						
<b>Closing</b>						
<b>Fund Balance</b>	<b>\$1,163,888</b>	<b>\$1,163,888</b>	<b>\$673,318</b>	<b>\$693,200</b>	<b>\$742,557</b>	<b>\$1,180,135</b>

Source: City of Orlando NID

**Exhibit 2**  
**Uses of Funds - Summary**  
**Downtown South Neighborhood Improvement District**  
**FY 16/17 – FY 21/22**

	<b>Approved FY16/17</b>	<b>Proposed FY17/18</b>	<b>Planned FY18/19</b>	<b>Planned FY19/20</b>	<b>Planned FY20/21</b>	<b>Planned FY 21/22</b>
<b>OPERATING BUDGET:</b>						
SoDo Main Street Support [AP#2]	\$20,450	\$21,100	\$21,700	\$22,400	\$23,000	\$23,700
District Administration [AP#3]	90,500	135,553	151,500	162,500	173,500	184,500
<b>Total Operating Budget</b>	<b>110,950</b>	<b>156,653</b>	<b>173,200</b>	<b>184,900</b>	<b>196,500</b>	<b>208,200</b>
<b>SHORT TERM (ST) PROJECTS:</b>						
<b>Districtwide Planning [AP#1]</b>						
1. Vision	114,895					
2. Standards		75,000				
3. Guidebook		63,500				
<b>Streetscape Design [AP#5]</b>						
1. Orange: Grant-to-Pineloch	73,795					
2. Orange: Gore to Grant			110,000			
3. Division: Gore to Mich.	43,000					
4. Michigan: I-4-to-Osceola			150,000			
5. Or/Mich. Beautification			150,000			
6. Underground Utilities						
<b>Stormwater/Greenway Master Plan [AP#6]</b>			125,000			
Transit Assessment [AP#4]		10,000				
Wastewater Assessment [AP#7]		10,000				
Water/Fire Flow Assessment [AP#8]		10,000				
<b>TOTAL( ST) PROJECT/OPERATING/BUDGET</b>	<b>\$325,153</b>		<b>\$708,200</b>	<b>\$184,900</b>	<b>\$196,500</b>	<b>\$208,200</b>
<b>LONG TERM (LT) PROJECTS BUDGET</b>						
<b>Roads/Streetscape Construction [AP#10]</b>						
1. Tree Replacement/Additions		20,000	20,000	20,000	20,000	20,000
2. SW Corner Orange & Mich.		250,000				
3. Orange: Grant-to-Pineloch			358,000			
4. Orange: Gore-to-Grant				375,000	375,000	
5. Other Enhancements						
Action Plan 11: Housing	-0-	-0-				
<b>TOTAL LT PROJECT BUDGET</b>	<b>\$231,690</b>	<b>\$270,000</b>	<b>\$378,000</b>	<b>\$395,000</b>	<b>\$395,000</b>	<b>\$20,000</b>
<b>Total Operations &amp; Projects</b>	<b>\$342,640</b>	<b>\$595,153</b>	<b>\$1,086,200</b>	<b>\$579,900</b>	<b>\$591,500</b>	<b>\$228,200</b>

**Note: Details in Attachment B, Uses of Funds – Details.**  
**Source: City of Orlando NID**



## SoDo District Annual Funding Proposal Budget - Approved Final

<b>Economic Development</b>	<i>Item</i>	<i>Requested from NID</i>	<i>Program Total Budget</i>	<i>Notes</i>
	Enhanced digital district business directory	\$500	\$1,000	Interactive digital map showing all district member businesses
	Coffee Club & recurring community progress updates	\$250	\$500	Recurring monthly event for community engagement and updates on district news
	"State of the District" report, production & distribution	\$500	\$1,500	Will include anonymized data on district business revenue, profit, traffic, etc.
	Business Vitalization matching fund	\$500	\$2,000	District business members can apply with ideas for increasing customer traffic
	Skill-booster workshops for members	\$250	\$500	[\$250 x 3] Business-owner focused workshops
	Tour of available real estate / space	\$500	\$1,000	To attract new development from outside the district and build awareness within
	Contingency	\$100	\$500	Contingency/auxiliary
<b>Creative &amp; Environment</b>	<i>Item</i>	<i>Requested from NID</i>	<i>Program Total Budget</i>	<i>Notes</i>
	Artistic bike racks (6)	\$2,000	\$3,000	[6x\$500] Custom-designed with district logo or graphic element as main element
	Utility Box painting / enhancements	\$500	\$1,500	[15x\$100] Creating an fund for artist stipends to encourage participation and quality
	Amtrack Green-up/Clean-up initiative	\$1,000	\$2,000	Spring event to beautify the property, partnering with district businesses and leaders
	Amtrack station landscape/exterior maintenance	\$3,000	\$4,000	Seed for a larger match to coordinate an ongoing maintenance contract
	Murals by commissioned professional artists	\$1,000	\$2,000	[2x\$1000] Producing 2-4 large murals (with review and approval by SoDo + NID)
	Bus Stop revitalization / expansion	\$1,000	\$4,000	Seed fund for larger match to beautify district stops and explore build options
<b>Marketing &amp; Branding</b>	<i>Item</i>	<i>Requested from NID</i>	<i>Program Total Budget</i>	<i>Notes</i>
	Pole Banner refresh	\$5,000	\$15,000	New design and expansion to more poles
	Light Up SoDo	\$2,500	\$20,000	Stage, A/V, Mounted Police, Trash, Permits
	Spring outdoor large community event	\$1,500	\$10,000	Large-scale 'warm weather' community event
	Annual Report district research and analysis	\$500	\$1,000	Hired help for research and data gathering/organizing
	Annual Report print production	\$500	\$1,500	Layout and design plus print production costs
<b>TOTAL</b>		<b>\$21,100</b>	<b>\$71,000</b>	

## **DSNID: Current projects under construction/development.**

1. Crescent Lucerne – 764 S Orange Avenue (ZON2015-00041/BLD2016-07660/BLD2016-09644). 5-story, 375 unit apartment complex with 23,900 square foot Earthfare grocery and 7,000 square feet of ancillary grocery. (NOTE: Just outside of the DSNID)
2. Lucerne Medical Plaza Garage Rebuild – 100 W Gore Street (LDC2017-00080/BLD2017-05478). Rebuilding of a 374 space parking garage due to structural problems caused by soil quality around Lake of the Woods.
3. Town Place Suites – 51 Columbia Street (ZON2017-00013). New construction of a six-story, 110 room suite hotel adjacent of the Hampton Inn.
4. The Delaney Hotel – 1315 S Orange Avenue (ZON2013-00007/BLD2016-05572). Remodeling of an office building with additions to create an 85 room boutique hotel.
5. South Orange Medical Complex – 2116 S Orange Avenue (ZON2016-00010/BLD2017-03788). New construction of a 3-story, 30,000 square foot medical office building, including the remodel of an adjacent existing one-story building. Includes the expansion of existing parking to an 85-space parking lot.
6. Habit Grill/Verizon/Mattress – 2205 S Orange Avenue (ZON2015-00011/LDC2016-00040). Construction of a 6,700 square foot in-line retail building. Expanded zoning consistent with Orange Michigan SP for additional parking needed.
7. West Grant Street Townhomes – 109 W Grant Street (ZON2015-00004). New construction of 23 townhome units.
8. Strawbinger Office – 2214 Lucerne Terrace (VAR2017-00026/BLD2017-05622). New construction of a 2,114 square foot professional office.
9. Kirkpatrick Vet Clinic – 2401 S Orange Avenue (BLD2016-00403). Remodeling of the exterior of the veterinarian clinic.
10. Jupiter Day Care – 21 W Jersey Street (MPL2016-00056). New construction of a 10,260 square foot, 203-child day care.
11. Shouthside Shoppes – 3135 S Orange Avenue (MPL2016-00028/LDC2017-00173). New construction of a 300 unit multi-family apartment building, and the construction of 94,000 square feet of retail (Lucky's Supermarket/Starbucks/In-Line Retail). (NOTE: Just outside NID)
12. McGee Dental – 2872 Delaney Avenue (BLD2017-04260). New construction of a 4,679 square foot dentist office.
13. Gringos Locos – 517 E Michigan Street (BLD2016-07611). Renovation of an existing restaurant (NOTE: Just outside NID).