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The regularly scheduled meeting of the Community Redevelopment Agency Advisory Board was held on Wednesday, March 24, 2021, at City Hall, 400 South Orange Avenue, Second Floor, Council Chambers, Orlando, Florida. Chair Bill Lambert called the meeting to order at 3:25 p.m. noting a quorum was present.

MEMBERS PRESENT: Bill Lambert, Chair
Jamie Barati, Vice Chair
Marissa John
Monica McCown
Eugene Jones
Doug Taylor
Commissioner Victoria Siplin

STAFF PRESENT: Thomas C. Chatmon Jr, Executive Director
David Barilla, Assistant Director
Walter Hawkins, Director of Urban Development
Ashley Edwards, Board Secretary
Stacey Adams, Assistant City Attorney
Kelly Allen, Marketing and Communications Manager
Nicole Sisson, Interactive Media Coordinator
Michael Whiteman, Economic Development Coordinator III
Rose Vignetti-Garlick, Downtown Information Center Manager
Mercedes Blanca, Project Manager
Mary-Stewart Droege, Project Manager

Approval of Minutes

- a. A motion was made by Monica McCown and seconded by Eugene Jones to approve the February 24, 2021 meeting minutes of the CRA Advisory Board meeting. The motion carried 6-0 with Commissioner Victoria Siplin abstaining.

Public Comment:

No public comment.

New Business:

- a. **Downtown Streetscape Matching Grant for 255 South Orange Avenue** – Mercedes Blanca, Project Manager explained that in an effort to accomplish the objectives of Part III, Chapter 163, Florida Statutes and further implement the Downtown Orlando Community Redevelopment Plan adopted pursuant thereto, the CRA has adopted and established the Streetscape Cost Sharing Program (Program). Under the Program, which is included within the Downtown Streetscape Guidelines (Guidelines), the CRA provides financial assistance towards certain eligible streetscape projects within the Downtown Orlando Community Redevelopment Area (Area).

As recommended by the Project DTO process, the City and CRA staff will revise the Guidelines as part of the Downtown Master Plan, a process which will take place in 2021. However, on September 26, 2016 and subsequently on January 11, 2021, the CRA adopted interim revisions to the Program that would generally allow an applicant to receive half of the cost of installation of the new streetscape based on what it would cost for the CRA to install, if proceeding to construct the streetscape on its own. Specifically, the revisions allow reimbursement for items originally excluded from the Program including removal and disposal of prior streetscape materials and trees, sub-base, general conditions, temporary walks, fencing, MOT costs, costs for replacement of previously installed streetscape, sidewalk replacement costs, roadway and infrastructure improvements beyond the curb, curb and gutter, storm inlets, and utilities. The roadway and infrastructure improvements beyond the curb and storm inlets are only eligible for reimbursement when included in the project based on a recommendation or request of the City.

SWVP Orlando Office, LLC will be completing renovations to their building located at 255 South Orange Avenue, the northeast corner of the Orange Avenue and Jackson Street intersection. Part of their planned renovations would include renovating the first level floor façade of their building along with installing a new sidewalk along the Jackson Street side of the building.

Staff requested that the CRA Advisory Board recommend to the CRA approval of the Agreement with SWVP Orlando Office, LLC providing funding of up to nine thousand seven hundred and thirteen dollars and 44/100 (\$9,713.44) towards the costs of such Streetscape Project pursuant to and contingent upon the terms of this Agreement, and authorization for the Chair and Executive Director to execute the Agreement, subject to review and approval of the City Attorney's Office.

A motion was made by Monica McCown and seconded by Doug Taylor to recommend to the CRA approval of the Agreement with SWVP Orlando Office, LLC providing funding of up to nine thousand seven hundred and thirteen dollars and 44/100 (\$9,713.44) towards the costs of such Streetscape Project pursuant to and contingent upon the terms of this Agreement, and authorization for the Chair and Executive Director to execute the Agreement, subject to review and approval of the City Attorney's Office. The motion carried unanimously.

- b. **High Wage High Value Funding Agreement: AssuredPartners, Inc.** – David Barilla, Assistant Director explained that On April 17, 2006, the CRA approved the High Wage/High Value Job Creation Program for the purpose of locating targeted industries and targeted headquarters with high-value jobs to Downtown Orlando. In 2013, the program was amended to offer four (4) incentives; Job Creation Incentive, Creative Village Pioneer Incentive, Downtown Living Incentive, and Public Transportation Incentive. In 2021, the program was amended to eliminate the Creative Village Pioneer Incentive, to extend the job creation period from three (3) years to five (5) years, to require companies to lease at least 200 square feet of office space per incented employee, and to require grantees to certify annually that incented employees are physically present in the CRA office location for a minimum of 50% of their working hours. Total incentives are payable up to \$4,000.00 per job.

AssuredPartners, Inc. is an insurance brokerage company that focuses on property and casualty, risk management, employee benefits, and personal insurance services. The organization has exceeded more than \$1 billion in revenue since 2011, and they currently have offices in 38 states and two countries.

AssuredPartners, Inc. plans to relocate its global headquarters to Downtown Orlando. The organization plans to create 200 new high-value jobs over five (5) years with an average annual wage of \$98,824, which is more than 200% of the average annual private-sector wage in Orange County. Additionally, the organization is considering leasing approximately 40,000 to 50,000 square feet of office space in Downtown Orlando. AssuredPartners' total capital investment is estimated to be \$1.75 million in the build-out and equipment in 2021.

Staff requested the CRA Advisory Board recommend approval of the High Wage/High Value Program Funding Agreement between the CRA and AssuredPartners, Inc., and authorization for the Chairman of the CRA and the Executive Director of the CRA to execute the Agreement, subject to the review and approval of the City Attorney's Office, and approval of expenditures from the Downtown Orlando Community Redevelopment Area Trust Fund in the amount of up to \$800,000.00 in High Wage/High Value Job Creation Program funding for AssuredPartners, Inc.

A motion was made by Monica McCown and seconded by Doug Taylor to recommend approval of the High Wage/High Value Program Funding Agreement between the CRA and AssuredPartners, Inc., and authorization for the Chairman of the CRA and the Executive Director of the CRA to execute the Agreement, subject to the review and approval of the City Attorney's Office, and approval of expenditures from the Downtown Orlando Community Redevelopment Area Trust Fund in the amount of up to \$800,000.00 in High Wage/High Value Job Creation Program funding for AssuredPartners, Inc. The motion carried unanimously.

- c. **Front Yard Festival Funding** – Thomas C. Chatmon Jr., Executive Director, explained that in October of 2020, the CRA entered into an agreement with Dr. Phillips Center for the Performing Arts, Inc. ("Dr. Phillips Center") related to funding for the operation of the "Front Yard Festival", using the Seneff Arts Plaza to conduct outdoor, socially-distanced events over a six-month period. As previously noted, the DTOutlook, the CRA's Downtown Orlando Community Redevelopment Area (Area) Plan, notes the importance of using public plazas as

signature attractions to host events, festivals, concerts, and athletic events and activities and commits the CRA to continuing the growth of arts and culture within the Area. The first 3 months of the Front Yard Festival events have brought over 22,000 people downtown to enjoy a variety of types of events and have assisted the CRA in partially accomplishing these goals. Dr. Phillips Center would like to continue the Festival through the end of 2021 and is requesting additional funding from the CRA to assist with the continued cost of operating the Festival.

Rachel Moalli, Community Relations Manager, Dr. Phillips Center for the Performing Arts, gave a brief presentation on the benefits of the Front Yard Festival to downtown. She also presented reviews from attendees of various Festival Events. The Board thanked Ms. Moalli for her presentation.

Staff requested that the CRA Advisory Board recommend to the CRA that it approve additional funding to Dr. Phillips Center for the Performing Arts, Inc. for operation of the Front Yard Festival through December 31, 2021, subject to terms to be finalized prior to consideration by the CRA.

A Board discussion ensued regarding the funding amount and where funding will be allocated from.

A motion was made by Monica McCown and seconded by Doug Taylor that the Advisory Board recommend to the CRA that it approve additional funding to Dr. Phillips Center for the Performing Arts, Inc. for operation of the Front Yard Festival through December 31, 2021, subject to terms to be finalized prior to consideration by the CRA. The motion carried unanimously.

Further discussion ensued regarding the funding amount.

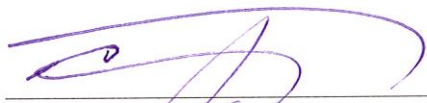
A motion was made by Commissioner Victoria Siplin to add a stipulation that the additional funding amount is not to exceed \$500,000. The motion was seconded by Doug Taylor. The motion carried unanimously.

Next Meeting

The next scheduled meeting of the Community Redevelopment Agency Advisory Board is Wednesday April 28, 2021 at 3:00 p.m. in Council Chambers.

Adjournment

There being no further business to come before the Community Redevelopment Agency Advisory Board, Chair Bill Lambert adjourned the meeting at 4:18 p.m.



Thomas C. Chatmon, Jr.
Executive Director

Ashley Edwards
Board Secretary