



DDB

A meeting of the Downtown Development Board was held on Wednesday, April 13, 2022 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Jamie Barati called the meeting to order at 3:00 p.m. noting a quorum was present.

MEMBERS PRESENT: Jamie Barati, Chair
 Monica McCown, Vice Chair
 Eugene Jones
 Kimberly Stewart

COMMUNITY REDEVELOPMENT AGENCY ADVISORY BOARD REPRESENTATIVES PRESENT:

Commissioner Victoria Siplin (arrived at 3:06 p.m.)
Doug Taylor

MEMBER ABSENT: David Swanson

STAFF PRESENT: Thomas C. Chatmon Jr, Executive Director
 David Barilla, Assistant Director
 Walter Hawkins, Director of Urban Development
 Christel Brooks, Fiscal Coordinator
 Liz Nigro, Senior Administrative Assistant
 Felix Roman, Board Secretary
 Stacey Adams, Assistant City Attorney
 Kelly Allen, Marketing and Communications Manager
 Nicole Sisson, Interactive Media Coordinator
 Chelsey Parrish, Event Coordinator
 Tiffany Stephens, Fiscal Manager
 Michael Whiteman, Economic Development Coordinator III
 Miles Leindecker, Economic Development Coordinator I
 Mercedes Blanca, Project Manager
 Mary-Stewart Droege, Project Manager
 Brooke Bonnett, Director of Economic Development

Approval of Minutes:

- a. A motion was made by Monica McCown and seconded by Eugene Jones to approve the March 23, 2022 Downtown Development Board meeting minutes. The motion carried unanimously.

Public Comment: None.

Special Presentation:

Jill Vaughan, Executive Director of the Downtown Orlando Partnership, presented Thomas C. Chatmon Jr., Executive Director, the 2021 Golden Brick Award, Downtowner of the Year.

New Business:

a. **IPW – Destination Downtown Orlando, Kelly Allen, Marketing and Communications Manager**

U.S. Travel Association's IPW is the leading international inbound travel trade show, with past IPWs driving \$5.5 billion in future travel to the United States and securing America's position as a foremost global travel destination. Held in a different U.S. city each year, IPW will Bring the World to America® in Orlando, June 4-8, 2022 and will continue to rebuild the global travel industry, providing a cost-effective, in-person platform to conduct business and renew relationships around the world.

At IPW, travel buyers (including international tour operators, wholesalers and receptive operators) meet face-to-face with sellers of U.S. travel product (representing accommodations, destinations, attractions, retail, transportation companies and more). Here, they conduct travel business that would otherwise be generated only through an exhaustive number of around-the-world trips.

On the evening of Tuesday, June 7th, the Downtown Development Board seeks to welcome 1,500 – 2,000 IPW attendees to the Dr. Phillips Center for the Performing Arts, with an event named Destination Downtown Orlando. During the event, guests will enjoy live entertainment with performances by local talent, sample from a showcase of downtown Orlando's unique food and beverage scene, and shop local makers.

To produce an event of this magnitude, the DDB seeks to contract to secure the Seneff Arts Plaza and the Steinmetz Hall to provide an unforgettable evening for IPW attendees and to contract for third party entertainment and support for event logistics. The attached agreements with Dr. Phillips Center for the Performing Arts, Inc. (DPC), Memoir Agency, LLC (Memoir), and inPower Events, LLC (inPower) set forth the terms for the provision of such services to DDB. The total estimated costs and fees for DPC production and beverage costs are \$66,750, for inPower for event production and management, including all set-up, décor, food, etc. is \$244,995.70, and for Memoir for entertainment for two 35-40 minute shows within Steinmetz Hall and entertainment within Seneff Arts Plaza is \$261,755.

Destination Downtown Orlando is consistent with the DTOutlook and provides an opportunity to showcase downtown Orlando to global travel buyers, increasing exposure to

downtown Orlando. Additionally, it promotes the new opportunities and positive changes to the consumer market. The DTO Outlook outlines attending leading industry tradeshows to spread awareness of downtown and its offerings to a variety of audiences.

The DDB will seek sponsors to assist in covering costs for this event.

Staff requested that DDB approve the agreements, in substantially the form attached hereto, with Dr. Phillips Center for the Performing Arts, Inc., Memoir Agency, LLC, and inPower Events, LLC; authorize the City's Director of Procurement to execute such agreements in the amounts set forth above, subject to review and approval of the City Attorney's Office; and authorize the Executive Director or his designee to contract for and make additional expenditures of up to \$25,000 per agreement as necessary for any additional costs and expenses under the agreements.

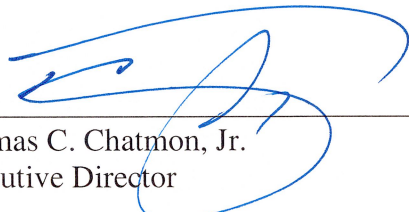
A motion was made by Monica McCown and seconded by Eugene Jones to approve the agreements, in substantially the form attached hereto, with Dr. Phillips Center for the Performing Arts, Inc., Memoir Agency, LLC, and inPower Events, LLC; authorize the City's Director of Procurement to execute such agreements in the amounts set forth above, subject to review and approval of the City Attorney's Office; and authorize the Executive Director or his designee to contract for and make additional expenditures of up to \$25,000 per agreement as necessary for any additional costs and expenses under the agreements. The motion carried unanimously.

Next Meeting

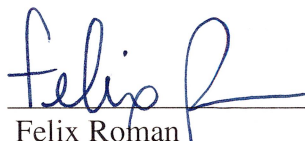
The next regularly scheduled Downtown Development Board meeting will be held Wednesday, April 27, 2022 at 3:00 p.m. in Veterans Conference Room.

Adjournment

There being no further business to come before the Downtown Development Board, Chair Jamie Barati adjourned the meeting at 3:36 p.m.



Thomas C. Chatmon, Jr.
Executive Director



Felix Roman
Board Secretary