

A meeting of the Community Redevelopment Agency Advisory Board was held on Wednesday, January 24, 2024 at City Hall, 400 South Orange Avenue, Second Floor, Veterans Conference Room, Orlando, Florida. Chair Monica McCown called the meeting to order at 3:28 p.m. noting a quorum was present.

MEMBERS PRESENT: Monica McCown, Chair
Eugene Jones, Vice Chair
Kimberly Stewart
Doug Taylor

MEMBERS ABSENT: Commissioner Emily Bonilla
Rachel Moalli
Steve Garrity

STAFF PRESENT: David Barilla, Executive Director
Mercedes Blanca, Assistant Director
Stacey Adams, Assistant City Attorney
Felix Roman, Board Secretary
Liz Nigro, Senior Administrative Assistant
Kelly Allen, Marketing and Communications Manager
Kelley Castellanos, Marketing and Communications Coordinator
Michael Whiteman, Economic Development Coordinator III
Christina Hyson, Project Manager
Mary-Stewart Droege, Project Manager
Gerhard van der Snel, Downtown Facilities Supervisor
Christel Brooks, Fiscal Coordinator
Justin Eason, Nighttime Economy Manager
Rose Garlick, Discover Downtown Manager
Tiffany Stephens, Fiscal Division Manager
Samantha Levine, Housing and Homelessness Initiatives Manager

Approval of Minutes

- a. A motion was made by Doug Taylor and seconded by Eugene Jones to approve the December 6, 2023 CRA Advisory Board meeting minutes. The motion carried unanimously.

Public Comment: None

New Business:

- a. **Contract with BCC Engineering, LLC for Professional Services for Downtown Orlando Digital Wayfinding Services – Christina Hyson, Project Manager**

The Downtown Orlando Community Redevelopment Area (CRA) Plan (Plan) outlines the importance of making downtown travel and parking intuitive and easy. Two of the listed strategies for accomplishing this goal include improving wayfinding for all users who access downtown through signage to guide people to and between destinations, and to improve parking accessibility and options for downtown patrons via improved signage.

To further improve wayfinding and signage related to the location and availability of parking downtown, a Request for Qualification Statements (RQS) was issued on February 27, 2023, for Professional Engineering Services for the Downtown Orlando Digital Wayfinding project. On July 17, 2023, City Council approved the Advisory Committee Ranking and authorized the Chief Procurement Officer to negotiate an agreement with the top-ranked firm, BCC

Engineering, LLC. The attached contract is the result of staff negotiations with BCC Engineering, LLC, to provide specifications, master plan, engineering design, cost estimates, as well as construction administration services for the installation of a Digital Wayfinding System that will be used to guide vehicles to available downtown parking. Under this contract, the CRA will contribute \$100,000 towards the Downtown Orlando Digital Wayfinding project.

Staff requested that the CRA Advisory Board recommend to the CRA approval of the contract with BCC Engineering, LLC and authorize the Chief Procurement Officer (CPO) to execute the contract, subject to review and approval by the City Attorney's Office.

A motion was made by Kimberly Stewart and seconded by Doug Taylor to recommend approval of the contract with BCC Engineering, LLC and authorization for the Chief Procurement Officer (CPO) to execute the contract, subject to review and approval by the City Attorney's Office. The motion carried unanimously.

b. Amendment to DTO Restaurant Program – Michael Whiteman, Economic Development Coordinator

The Retail Stimulus Program was created in 2010 by the Community Redevelopment Agency to attract strong retail operators and to achieve high-quality interior buildouts of new retail establishments within the CRA. In 2023, the Retail Stimulus Program was divided into two programs, the DTO Retail Program and the DTO Restaurant Program with higher funding levels for the DTO Restaurant Program due to the higher build-out costs for restaurants. The DTO Restaurant Program allows for qualifying businesses to be eligible for reimbursement funding for tenant improvements and rent expenses, with higher funding amounts for full-service restaurants and restaurants in designated focus areas and also based on square footage. The maximum funding amount per eligible business is \$475,000.

The revised DTO Restaurant Program will allow franchises to apply for the program. Franchises would be eligible to receive up to \$25 per square foot with a not-to-exceed funding amount of \$75,000 for reimbursement of costs of eligible tenant improvements based on the square foot requirements. The franchise would also be eligible for rent assistance up to \$50,000 based on the program guidelines. Additionally, new eligible tenant improvements of masonry, ceiling and carpentry are included in the updated program.

Staff requested the CRA Advisory Board recommend to the CRA approval of the revised DTO Restaurant Program to the CRA, subject to the review and approval of the City Attorney's Office.

A motion was made by Doug Taylor and seconded by Kimberly Stewart to recommend approval of the revised DTO Restaurant Program to the CRA, subject to the review and approval of the City Attorney's Office. The motion carried unanimously.

c. Amendment to DTO Retail Program – Michael Whiteman, Economic Development Coordinator

The Retail Stimulus Program was created in 2010 by the Community Redevelopment Agency to attract strong retail operators and to achieve high-quality interior buildouts of new retail establishments within the CRA. In 2023, the Retail Stimulus Program will be divided into two programs, the DTO Retail Program and the DTO Restaurant Program with higher funding levels for the DTO Restaurant Program due to the higher build-out costs for restaurants. The DTO Retail Program allows for qualifying businesses to be eligible for reimbursement funding for tenant improvements and rent expenses. The maximum funding amount per eligible business is \$200,000 based on square footage.

The revised DTO Retail Program would allow franchises to be eligible to receive up to \$25 per square foot with a not-to-exceed funding amount of \$75,000 for reimbursement of costs of eligible tenant improvements based on the square foot requirements. The franchise would also be eligible for rent assistance up to \$50,000 based on the program guidelines. Additionally, new eligible tenant improvements of masonry, ceiling and carpentry are included in the updated program.

Staff requested the CRA Advisory Board recommend to the CRA approval of the revised DTO Retail Program to the CRA, subject to the review and approval of the City Attorney's Office.

A motion was made by Doug Taylor and seconded by Kimberly Stewart to recommend approval of the revised DTO Retail Program to the CRA, subject to the review and approval of the City Attorney's Office. The motion carried unanimously.

d. DTO Restaurant Program Funding Agreement with Leiah Restaurant, LLC – Michael Whiteman, Economic Development Coordinator

In 2010, the Community Redevelopment Agency (CRA) created the CRA Retail Stimulus Program to attract strong retail operators and to achieve high-quality interior buildouts of new retail establishments within the CRA. In 2023, the program was amended to allow qualifying businesses under the DTO Restaurant Program to be eligible for up to \$400,000 for tenant improvements, \$50,000 for rent expenses, and \$25,000 for the addition of or improvements to outside seating areas for a potential maximum funding amount of \$475,000. Exact funding levels are dependent on program criteria such as location, square footage, and restaurant classification.

Leiah Restaurant, LLC, doing business as Leiah Restaurant, a full-service restaurant, has signed a five (5) year lease for the space located at 401 N. Magnolia Avenue, Orlando, Florida 32801. This 1,200 sq. ft. restaurant will offer table service and approximately 84 seats. This restaurant has over twenty years of restaurant ownership and operations experience to this new venture.

Leiah Restaurant, LLC has applied for funding in the amount of \$87,250 which includes \$62,250 for tenant improvements, along with \$25,000 in rent assistance. Funding received would be used for build-out expenses including plumbing and electrical. The overall build-out of the retail space is anticipated to cost approximately \$500,000, with \$62,250 from the CRA under this Funding Agreement.

Staff requested that the CRA Advisory Board recommend to the CRA approval of the DTO Restaurant Program Funding Agreement between the Community Redevelopment Agency and Leiah Restaurant, LLC, subject to review and approval of the City Attorney's Office, and authorization for the Chair and Executive Director of the CRA to execute such Funding Agreement.

A motion was made by Doug Taylor and seconded by Kimberly Stewart to recommend approval of the DTO Restaurant Program Funding Agreement between the Community Redevelopment Agency and Leiah Restaurant, LLC, subject to review and approval of the City Attorney's Office, and authorization for the Chair and Executive Director of the CRA to execute such Funding Agreement. The motion carried unanimously.

e. DTO Retail Program Funding Agreement with Salon Empire, LLC – Michael Whiteman, Economic Development Coordinator

In 2010, the Community Redevelopment Agency (CRA) created the CRA Retail Stimulus Program to attract strong retail operators and to achieve high-quality interior buildouts of new retail establishments within the CRA. In 2023, the program was divided into two programs,

the DTO Retail Program and the DTO Restaurant Program. The DTO Retail Program allows qualifying businesses to be eligible for up to \$150,000 for tenant improvements and \$50,000 for rent expenses for a potential maximum funding amount of \$200,000. Exact funding levels are dependent on program criteria such as location, square footage, and retail classification.

Salon Empire, LLC, doing business as Salon Empire, a salon suite facility, has signed a ten (10) year lease for the space located at 580 W. Amelia Street Unit #100, Orlando, Florida 32801. This 3,992 sq. ft. retail space will offer individual studio spaces for hairdressers, aestheticians, braiders, body sculptors, eyelash artists, facial specialists and nail artists. This entrepreneur brings over seven (7) years of retail ownership and operations experience in a similar type of retail business to this new venture.

Salon Empire, LLC has applied for funding in the amount of \$200,000 which includes \$150,000 for tenant improvements, along with \$50,000 in rent assistance. Funding received would be used for build-out expenses including electrical, plumbing, mechanical systems, flooring and life safety improvements. The overall build out of the space is anticipated to cost approximately \$500,000 and with \$200,000 from the CRA under this Funding Agreement.

Staff requested that the CRA Advisory Board recommend to the CRA approval of the DTO Retail Program Funding Agreement between the Community Redevelopment Agency and Salon Empire, LLC, subject to review and approval of the City Attorney's Office, and authorization for the Chair and Executive Director of the CRA to execute such Funding Agreement.

A motion was made by Doug Taylor and seconded by Kimberly Stewart to recommend approval of the DTO Retail Program Funding Agreement between the Community Redevelopment Agency and Salon Empire, LLC, subject to review and approval of the City Attorney's Office, and authorization for the Chair and Executive Director of the CRA to execute such Funding Agreement. The motion carried unanimously.

Next Meeting

The next scheduled meeting of the Community Redevelopment Agency Advisory Board is Wednesday, February 28, 2024 at 3:00 p.m. in Veterans Conference Room.

Adjournment

There being no further business to come before the Community Redevelopment Agency Advisory Board, Chair Monica McCown adjourned the meeting at 3:46 p.m.



David Barilla
Executive Director



Felix Roman
Board Secretary