



2022

# GOLDEN BRICK AWARDS

MAY 2, 2023

PRESENTED BY   
Advent Health



DOWNTOWN ORLANDO PARTNERSHIP

# GOLDEN BRICK AWARDS

PRESENTING SPONSOR



# Advent Health

EVENT SPONSORS



# THANK YOU.



Jill Vaughan  
President & CEO  
Downtown Orlando Partnership

On behalf of the Downtown Orlando Partnership, we are excited to host the 2022 Golden Brick Awards presented by AdventHealth. Thank you to everyone who helped to propel downtown Orlando forward in 2022! Each honoree is an example of excellence, and your contributions to the growth, vibrancy, and vitality of our downtown are applauded.

Congratulations to the 2022 Downtowners of the Year, Craig Ustler and Brooke Myers! Their dedication to downtown Orlando and their commitment to Creative Village make Craig and Brooke the perfect recipients of this year's award!

Cheers to you, downtown Orlando!

A handwritten signature in black ink that reads "Jill".

## Orlando's History Lives on in DOP's Golden Brick Awards

Lincoln Property Company saved and recycled thousands of items from the Church Street Station Ballroom prior to demolition. The building's contents (tables, chairs, etc.) were donated to community non-profits for reuse, and the majority of the beautiful architectural elements will be repurposed in other downtown projects.

The Downtown Orlando Partnership was one of the fortunate recipients of many of these treasures to be used this year (and in future years) for our Golden Brick Awards. All of this year's awards contain a salvaged brick from the circular driveway in front of Church Street Ballroom. These bricks were manufactured in the early 1900's by Southern Clay Manufacturing, Copeland Inglis, and Graves Brick Company. Each brick has unique, lovely characteristics just like this year's DOP Golden Brick Award recipients.

## **Arts & Culture**

Sponsored by United Arts of Central Florida

Arts Fellows Orlando  
Dragons & Fairies  
Kaleidoscope - Fusion Fest  
UCF Celebrates the Arts

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## **Commercial & Residential Development**

Sponsored by Dean Mead

AdventHealth Training Center  
Alta at Health Village  
Innovation Tower  
Modera Creative Village

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## **Community**

Sponsored by UCF Downtown

CareerSource Central Florida Summer  
Youth Program  
For a Better Parramore  
Neighborhood Science  
Renovate to Educate

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## **Diversity, Equity, & Inclusion**

Sponsored by JP Morgan Chase & Co.

Chance 2 Dance  
IDignity at One Florida Bank  
Sensory Room presented by AdventHealth  
"Still I Rise" Mural  
STROKESTRA

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## **Entertainment & Special Events**

Sponsored by Laconic Digital

2022 EDC Orlando  
Camping World Stadium Smashes World Concert Record  
Destination Downtown Orlando: Bringing the World to DTO  
Downtown for the Holidays Expansion  
Record-Breaking Year of Concerts at Amway Center

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## **Hospitality & Dining**

Sponsored by Visit Orlando

Bellhop Orlando  
Front Porch at The Monroe  
Sampaguita Ice Cream  
Stemma Craft Coffee  
Taco Kat

CATEGORY FINALISTS

# CATEGORY FINALISTS

## **Innovation & Technology**

Sponsored by Orlando Tech Community

Cenfluence  
Innovation Tower  
MetaCenter  
tenX tech Event Series Launch

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## **New Office Design**

Sponsored by e|spaces

Deangelis Diamond Corporate Office  
Orlando Economic Partnership Headquarters  
Purple, Rock, Scissors Corporate Office

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## **Public Works & Placemaking**

"Barrier Breakers" Monument  
Luminary Green Park  
Sculpture on the Lawn 2022  
"Solidarity"  
"Still I Rise" Mural

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## **Redesign & Renovation**

Sponsored by PRISMATIC

111 North Orange Lobby  
Aloft Orlando Downtown  
Grand Avenue Neighborhood Center  
Interstruct HQ  
Leu Gardens Welcome Center

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## **Sporting Events**

Sponsored by Balfour Beatty

2022 Mexican National Team U.S. Tour Match  
FC Series  
FIFA World Cup Qualifying 2022 Match  
OUC Half Marathon  
Special Olympics 2022 USA Games Opening Ceremony

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## **Sustainability & Resiliency**

Sponsored by Charlan Brock Architects

OUC's Water Color Project  
Plantees  
Project AWESOME

The results are in

# #1

in Orlando

## The Gold Standard

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# Advent Health

# 2022 GAME CHANGER



## UNBELIEVABLY REAL

The world changed during the pandemic, and the way Orlando was positioned and marketed needed to be reevaluated in order to keep the city as a top destination for travel post pandemic.

As a vibrant region full of imagination and innovation, Orlando needed a meaningful story that brings together its diverse community of residents, visitors, meeting planners and attendees, trade partners and business decision makers and influencers. The new “Unbelievably Real” brand was the result of that research and development to tell that new story of Orlando as a region by both Visit Orlando and Orlando Economic Partnership. The Unbelievably Real brand shines a light on all the creativity, innovation and evolution of downtown from the home of the metaverse to businesses such as EA Sports and STAX to the quality of life aspects that draw tourists, talent and residents including sports, music and arts events and festivals, Michelin-rated-dining and green spaces.



2022  
**AWARD OF  
EXCELLENCE**

## ADVENTHEALTH TRAINING CENTER

The AdventHealth Training center offers groundbreaking, technologically advanced care to the Orlando Magic Team and the downtown and Central Florida Community in the heart of Parramore. The \$70 million facility brings whole-person medicine, science, and research together to optimize sports performance, applying those learnings to the broader community. The project incorporates leading training and recovery technologies, including an altitude chamber, hydrotherapy offerings, an expansive locker room, and two full-size courts. Whether you are working to get back to playing in the yard with your grandkids, completing your first 5k or dreaming of going pro, the sports medicine experts at the AdventHealth Training Center are ready to support your personal health and athletic goals. This partnership combines AdventHealth and the Orlando Magic's commitment to clinical excellence, advancing medicine and improving the health of our players and entire community in unrivaled fashion.

# DOWNTOWNERS OF THE YEAR 2022



## CRAIG USTLER & BROOKE MYERS

Craig Ustler and Brooke Myers have worked tirelessly for over a decade to bring Creative Village to life. Craig and Brooke lead the master development team and work closely with Mayor Dyer and the City of Orlando as part of this exemplary public/private partnership. Other valued partners and stakeholders include UCF, Valencia College, Electronic Arts and Bank of America. Craig and Brooke have delivered on the mission and vision of an urban Innovation District anchored by education and opportunity. Their efforts showcase the power of partnerships and collaboration. Creative Village has positively impacted the Parramore Community and is a prominent new addition to Downtown Orlando's West Side that will shape our city for years to come.

Creative Village builds upon the success of Orlando's digital media industry by transforming the former Amway Arena site into a mixed-use, transit oriented, urban infill neighborhood in the heart of Downtown Orlando.

Creative Village delivers a true "live, work, learn and play" urban Innovation District that supports a synergistic and dynamic mix of uses including higher education, PS-8 education, mixed-income residential, student housing, office space/creative studios, retail/commercial, hotel and parks/open space.

Leading higher education providers; high-tech, digital media and creative companies; and a diverse mix of students, employees and residents call Creative Village home. The UCF/Valencia Downtown Campus, including the UnionWest student housing project, opened at Creative Village in August 2019 with more than 8,000 students/faculty/staff.

Phase I of Creative Village was completed in August 2022 and represents over \$700 million in development activity. Completed projects include 260 mixed-income apartments; 640 purpose-built student housing beds; 701 market-rate apartments; 176,000 SF Electronic Arts Orlando Studio corporate anchor; 28,000 SF of ground floor commercial space; and 2.3-acre Luminary Green park. Completion of Phase I established critical mass with over 8,000 students/faculty/staff; 2,500 residents; and 1,000 professionals.

Phase II of Creative Village is underway with new office, apartment, hotel, mixed-income housing and student housing projects.

# ARTS

Sponsored by United  
Arts of Central Florida

WINNER

**UCF**  
**Celebrates the**  
**Arts 2022**





# ARTS FELLOWSHIP ORLANDO

**Category:** Arts

**Project Team:** First Presbyterian Church Orlando

Arts Fellowship Orlando is hosted by First Presbyterian Church of Orlando's campus in the heart of downtown. Open to artists of faith regardless of their church affiliation, the founding program provided a 6-month fellowship experience for professionals working across the full spectrum of arts – visual, performing, and literary – who sought a safe place to explore the intersection of art and faith. The culmination of the Fellowship was a full-length evening program at the Dr. Phillips Center for the Performing Arts. Artists were given the opportunity to present their works and speak to the audience about their inspiration.



# DRAGONS & FAIRIES

**PRESENTED BY ORLANDO HEALTH ARNOLD PALMER  
HOSPITAL FOR CHILDREN AND WINNIE PALMER  
HOSPITAL FOR WOMEN AND BABIES**

**Category:** Arts

**Project Team:** Creative City Project | Modern Theatrical | The Memoir Agency | Orlando Health | Orlando Health Community Relations Team | Arnold Palmer Hospital Leadership Team

Dragons & Fairies transformed Harry P. Leu Gardens into the Forest of Tir Na Nog, under the reign of the wizard Alasdair! The Fair, Freya, led guests through the garden and interacted with creatures along the way. The event hosted 12,415 guests and brought a unique theatrical experience to downtown Orlando. This progressive theater show in a non-traditional venue was well received, profitable, and highlighted Orlando's willingness to try new ventures in the arts and take risks to create magic!



## KALEIDOSCOPE - FUSION FEST

**Category:** Arts

**Project Team:** Fusion Fest | Inez Patricia School of Dance | DJamar Productions

Kaleidoscope is a signature music and dance piece exemplifying the vibrancy that comes with the fusion of cultures. The piece was created specifically for FusionFest, a free, two-day festival drawing people from more than 110 cultures to experience music, dance, food, visual arts, spoken word, games, and interactive activities. Kaleidoscope was presented to over 18 thousand people, showcasing over 40 participants and representing 18 different cultures.



## UCF CELEBRATES THE ARTS 2022

**Category:** Arts

**Project Team:** University of Central Florida | Dr. Phillips Center for the Performing Arts | City of Orlando | Downtown Development Board | OUC - The Reliable One | Orlando Philharmonic | Orlando Shakes | The Rep | The National Young Composers Challenge | Life at UCF

UCF Celebrates the Arts is a vibrant festival showcasing the creativity and talent of UCF and K-12 students in the heart of Downtown Orlando. The festival attracts visitors to the area and provides affordable access to world-class performances. Through UCF Celebrates the Arts, students and faculty gain valuable performance experience in a world-class facility at the Dr. Phillips Center for Performing Arts, contributing to their success and personal growth. UCF Celebrates the Arts ignites the transformative power of the arts through partnerships, unleashing the potential of talented and innovative student artists and inspiring audiences of all ages.

# COMMERCIAL & RESIDENTIAL DEVELOPMENT

Sponsored by Dean Mead

WINNER

**Alta at  
Health Village**





# ADVENTHEALTH TRAINING CENTER

**Category:** Commercial & Residential Development

**Project Team:** AdventHealth | HOK Architects | Balfour Beatty | SGM Engineering | Orlando Magic

The AdventHealth Training Center, a 130,000 SF facility located on a nearly four-acre site at South Division Avenue and West Central Boulevard, is the practice and training home of the Orlando Magic. Using sustainable design strategies, AdventHealth and the Orlando Magic built an innovative health and wellness model bringing whole-person medicine, science, and research to optimize sports performance and extend influence to the broader community. The \$70 million facility marks the latest investment in the Parramore community. At the center, AdventHealth's public facing, 33,300 SF medical hub provides world-class, multi-discipline medicine with a focus on whole-person health and sports science.



# ALTA AT HEALTH VILLAGE

**Category:** Commercial & Residential Development

**Project Team:** Ustler Group of Companies | Wood Partners | Charlan Brock Architects | Wood Florida Builders | GAI Consultants | CID Design Group

Alta at Health Village is a \$75 million, 7-story urban infill apartment project with 285 units co-developed by the Ustler Group of Companies and Wood Partners and designed by Charlan Brock Architects. The multi-family, mixed used design of the project was built to advance AdventHealth's goals to promote healthy living while also providing much needed housing to the community. Alta provides first class amenities such as a roof-top pool, top-floor club room with views of downtown Orlando, a fitness center, co-working space, and social lounges.



# INNOVATION TOWER

**Category:** Commercial & Residential Development

**Project Team:** HuntonBrady Architects | AdventHealth | Meadows & Ohly | Rothman Orthopaedics | Batson-Cook Construction | BBM Structural | MEP Engineering | TLC Engineering Solutions | TJNG Partners | One-EQ | Poblocki Sign Company, Inc. | Foster Conant & Associates

The vision for the twelve story, 328,878 SF Innovation Tower was to design an architectural icon that served as a destination for patients. Since its completion, the tower's prominent location has made it an integral part of the Orlando skyline, and the movement of the architecture mirrors the pace of the adjacent I-4 highway. Innovation Tower turns a street corner into a community asset and urban focal point with the addition of a public "pocket park." A key feature of the design is the 12th floor conference center, which provides panoramic views of downtown Orlando. As part of AdventHealth Orlando, this comprehensive medical tower allows patients to access multiple services at one location – diagnosis, treatment, and recovery care.



# MODERA CREATIVE VILLAGE

**Category:** Commercial & Residential Development

**Project Team:** Mill Creek Residential

Modera Creative Village is a great place to start a new chapter as it springs to life around you. Intelligently crafted floor plans, thoughtfully designed amenities, and a great location blend to create synergy for your new home. Modera Creative Village provides new, market-rate housing in an exciting pocket of downtown Orlando – Creative Village – bringing new residents and retailers to the area. This project reflects Mill Creek's continued investment in Orlando's downtown and urban core, providing new housing and retail options to the area and adding to the exciting critical mass that has been established within the Creative Village master plan.

# COMMUNITY

Sponsored by UCF Downtown

WINNER

**CareerSource Central  
Florida 2022 Summer  
Youth Program**





# CAREERSOURCE CENTRAL FLORIDA SUMMER YOUTH PROGRAM

**Category:** Community

**Project Team:** CareerSource Central Florida | City of Orlando

CareerSource Central Florida's Summer Youth Program is an exciting career exploration program that comes alive each summer. Last year, when the final school bell rang for summer break, over 900 local youths, aged 15 - 19 prepared for their futures by connecting with over 200 local businesses. CareerSource Central Florida's partners pledged \$350,000 in sponsorships to the 2022 Summer Youth Program, allowing program participants to gain exposure to college experiences, explore career pathways and skill acquisition in high-growth industries, and take part in specialized internships. All participants had the chance to earn a minimum of \$1,200, and at least 30 unique downtown organizations participated, including several departments in the City of Orlando. At least 20% of participants received further internship or full-time job offers earning nearly \$1.3 million across their job placements.



# FOR A BETTER PARRAMORE

**Category:** Community

**Project Team:** The Desire Foundation Inc. | Interstruct Inc. | NA Commercial | Foodie Catering | 50 Ways Foundation | Creative Spaces Graphics | Divine Appeal Spa | 4The Kids Entertainment | Richard Ulmer Fund | Purple, Rock, Scissors | The Orlando Liquor Store | Lexsikhan Presents | Barber Academy of Orlando | VDD Studios

The Desire Foundation's "Boots On the Ground" approach makes a tangible difference in the lives of Parramore community residents. In an ongoing partnership with Interstruct Inc, the Foundation has produced annual events such as the Grocery Drive, A Holiday Hand, Project 814, Blessing Bags, and Thanksgiving with a Friend, which all make a tangible difference in the lives of those in need by providing access to basic necessities and promoting economic stability. The Desire Foundation's effort to provide employment opportunities is aimed towards breaking the cycle of poverty and forming a pathway to economic stability.



## NEIGHBORHOOD SCIENCE

**Category:** Community

**Project Team:** Orlando Science Center | City of Orlando | Grand Ave. Neighborhood Center | Boys and Girls Clubs of Central Florida

Orlando Science Center's mission—to inspire science learning for life—is the foundation for educational programming, high-quality exhibits, outreach initiatives, and is what drives the organization to work with the community towards creating an equitable and prosperous future. For 68 years, the Science Center has served as Orlando's STEM hub. In building off the success of past outreach programs for youth from low-income households, the Orlando Science Center initiated an innovative, place-based program called Neighborhood Science in 2022. Neighborhood Science provides more frequent and long-term authentic STEM learning experiences for afterschool programs identified by community partners and local government officials as distressed communities that lack access to quality STEM experiences.



## RENOVATE TO EDUCATE

**Category:** Community

**Project Team:** Addition Financial | Orange County Public Schools | Seminole State College Interior Design Program

To thank local teachers for their hard work and dedication, Addition Financial hosts its annual Renovate to Educate program, awarding local teachers with their dream classroom renovations. In 2022, Ms. Christine Taylor, a teacher from the OCPS Academic Center for Excellence, was selected as one of the award recipients. The OCPS Academic Center for Excellence is located on Parramore Street in Downtown Orlando. More than half of Ms. Taylor's students were academically performing below grade level and considered high risk. Because of this, she wanted to create a classroom that would motivate students in a unique and unconventional way that fostered self-esteem. The new classroom was designed with a LEGO superhero theme to have well-defined learning areas and a listening center for nonreaders to build their language skills and learn sight words.

# DIVERSITY, EQUITY, & INCLUSION

Sponsored by  
JP Morgan Chase & Co.

WINNER

**Sensory Room  
presented by  
AdventHealth**





## CHANCE 2 DANCE

**Category:** Diversity, Equity, & Inclusion

**Project Team:** Chance 2 Dance, Inc.

Chance 2 Dance is Orlando's only wholly inclusive and accommodating non-profit dance organization. The organization caters specifically to the special needs, BIPOC, and low-income underserved communities, providing equal access to arts, dance, and performance opportunities. Aside from Chance 2 Dance, there are no other full-programming arts organizations in Orlando that cater solely to the underserved and special needs communities. The project vision for Chance 2 Dance is to provide accessible, equal-arts, inclusive, and accommodating movement arts classes, genuine dance experiences, and sensory-friendly performance opportunities for persons seeking to express themselves in a safe and inviting environment. Chance 2 Dance is a place where everyone is treated with respect and valued for their unique abilities and differences.



## IDIGNITY AT ONE FLORIDA BANK

**Category:** Diversity, Equity, & Inclusion

**Project Team:** One Florida Bank | IDignity

Hosting weekly Identification Service Days at the downtown Orlando One Florida Bank, IDignity's mission is to restore dignity and hope by assisting individuals in regaining legal proof of their identity. The staff and volunteers assist low-income individuals facing poverty and other barriers in navigating the inherently complex process of obtaining various forms of legal identification documents, such as Florida ID cards and driver's licenses, birth certificates, Social Security cards, and replacement immigration documents at no cost. These events serve approximately 3,000 people a year.

# SENSORY ROOM

PRESENTED BY ADVENTHEALTH

**Category:** Diversity, Equity, & Inclusion

**Project Team:** AdventHealth | Kulture City | Orlando Magic | City of Orlando

In a continuing commitment to health, wellness, and inclusivity, the Sensory Room presented by AdventHealth promotes a positive and accommodating experience for all fans and guests with sensory sensitivities who attend Orlando Magic games and events at the Amway Center. This dedicated space was a partnership between the Orlando Magic and AdventHealth and designed by Kulture City, the nation's leading non-profit on sensory accessibility and acceptance for those living with invisible disabilities. The space is built for those who may need a quieter and more secure environment, ensuring fans have a great guest experience. Sensory bags equipped with noise canceling headphones, fidget tools, verbal cue cards, and weighted lap pads are also available to all guests at Amway Center who may feel overwhelmed by the environment. Amway Center is the first NBA arena in Florida to be certified by Kulture City as sensory inclusive.



# "STILL I RISE" MURAL

**Category:** Diversity, Equity, & Inclusion

**Project Team:** CREW Orlando | Orlando Magic | AdventHealth | OUC-The Reliable One | City of Orlando District 5 Commissioner Regina I. Hill | Greenberg Traurig | Fidelity National Financial-Florida Agency | Florida Blue Foundation | Colwill Engineering Electrical, Inc. | Sunbelt Rentals | Percopo Coatings | City of Orlando's Mayor's Matching Grant Program | Orlando Neighborhood Improvement Corporation | Wells' Built Hotel

Orlando's Chapter of Commercial Real Estate Women (CREW) worked with the City of Orlando to locate the perfect canvas for a mural dedicated to diversity: a 7-story, 2,000+ square foot wall on the North side of the parking garage of the City View Apartment Complex. In collaboration with the Orlando Neighborhood Improvement Corporation, AdventHealth, Orlando Magic, and OUC-The Reliable One, CREW coordinated one of Central Florida's largest mural projects. The five local artists commissioned to create the mural worked closely with the Parramore community on its design, speaking with local residents, historians, and community leaders. The mural serves to unite Parramore and the surrounding communities, including downtown Orlando, educating the public on the resiliency of the Parramore community during segregation in Central Florida.





# STROKESTRA

PRESENTED BY ADVENTHEALTH AND DR. PHILLIPS CENTER FOR THE PERFORMING ARTS

**Category:** Diversity, Equity, & Inclusion

**Project Team:** AdventHealth | Dr. Phillips Center for the Performing Arts

AdventHealth and the Dr. Phillips Center for the Performing Arts partnered with London's Royal Philharmonic Orchestra to bring STROKESTRA®, a groundbreaking, international medical research program to downtown Orlando. The program, developed by the Royal Philharmonic Orchestra, utilizes a range of specially adapted musical techniques to address the complex needs of stroke survivors and their caretakers. The two-day stroke rehabilitation program in Steinmetz Hall featured a learning exchange session between the Royal Philharmonic Orchestra members and AdventHealth Rehab and Music Therapy teams, and a workshop with local stroke survivors and their caregivers.



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Church of Orlando**  
BE LOVED / LOVE THE CITY

Congratulations to the  
**2023 GOLDEN BRICK**  
Nominees & Winners!

*Thank you for all you do to make our city great!*



# ENTERTAINMENT & SPECIAL EVENTS

Sponsored by Laconic Digital

WINNERS

**Camping World  
Stadium Smashes  
Concert Record**

**Record-Breaking Year  
of Concerts at Amway  
Center**





## 2022 ECD ORLANDO

**Category:** Entertainment & Special Events

**Project Team:** Orlando Venues | Insomniac

Electric Daisy Carnival (EDC), a globally-recognized dance music festival, returned to Orlando's Tinker Field on November 11 to 13, 2022 for its biggest annual outing to date. With four main stages spanning Tinker Field and the fields surrounding Camping World Stadium, the three-day event welcomed more than 108,400 unique attendees and generated a local economic impact of \$125 million according to data from a Rockport Analytics fiscal impact assessment. EDC Orlando features world-class talent, innovative art and technology, carnival themes and attractions and cutting-edge stage production, while pushing the boundaries of imagination and setting standards in the live entertainment industry.



## CAMPING WORLD STADIUM SMASHES CONCERT RECORD

**Category:** Entertainment & Special Events

**Project Team:** Orlando Venues

Camping World Stadium hosted an unprecedented six concerts in 2022, totaling 227,380 tickets sold and combined gross sales of nearly \$35 million dollars. Since undergoing a massive \$207.7 million reconstruction in 2014, the stadium had previously averaged just one concert each year. In 2022, the grandfather of all Orlando venues welcomed some of the biggest touring artists in the world: Paul McCartney, Garth Brooks, Bad Bunny, Billy Joel, Red Hot Chili Peppers and Def Leppard and Mötley Crüe. Each of the six stadium concerts created excitement and vibrancy throughout Orlando, drawing fans from around the world and creating a sizable local economic impact for the community through hotel room stays, restaurant dining, bar and club visits, and car rentals.



## DESTINATION DOWNTOWN ORLANDO: BRINGING THE WORLD TO DTO

**Category:** Entertainment & Special Events

**Project Team:** Dr. Phillips Center for the Performing Arts | Orlando Downtown Development Board | Visit Orlando

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. At IPW, travel buyers meet face-to-face with sellers of US travel products.

Recognizing the importance of showcasing and educating travel buyers about the offerings of downtown Orlando, the City of Orlando's Downtown Development Board (DDB) partnered with Visit Orlando to create an unforgettable evening for IPW event attendees. On the evening of Tuesday, June 7, 2022, the DDB welcomed more than 1700 IPW attendees to Destination Downtown Orlando at the Dr. Phillips Center for the Performing Arts. During the event, guests enjoyed live entertainment, performances by local talent, a showcase of downtown Orlando's unique food and beverage scene, and shopped local makers.



## DOWNTOWN FOR THE HOLIDAYS EXPANSION

**Category:** Entertainment & Special Events

**Project Team:** Orlando Downtown Development Board

During December 2022, more than 75,000 residents and visitors enjoyed the holiday sights and sounds at Lake Eola Park during Downtown for the Holidays, hosted by the City of Orlando's Downtown Development Board (DDB). Downtown for the Holidays is a free, family friendly experience for all ages to enjoy, furthering the DDB's continued commitment to providing a wide variety of entertainment and festivities to increase visitation to the downtown core and create a positive economic impact for small businesses in the area.

Guests enjoyed a variety of holiday light displays along the lake, a 15-minute Christmas tree light show, and SNOW! The DDB enhanced the holiday experience in 2022 by incorporating a holiday market with over 70 rotating vendors, face painting, carolers, holiday movies, and an augmented reality app that let visitors take pictures with the beloved Lake Eola Swans in a Santa hat or a dancing Gingerbread man.



# RECORD-BREAKING YEAR OF CONCERTS AT AMWAY CENTER

**Category:** Entertainment & Special Events

**Project Team:** Orlando Venues

Coming out of the pandemic, Amway Center hosted a record-breaking 51 concerts in 2022, easily beating the previous record of 45 concerts in 2019. A combined total of 522,746 concert tickets were sold with total gross sales of almost \$47 Million. Highlights among the diverse concerts include artists like Dua Lipa, Elton John, The Lumineers, Justin Bieber, Karol G, Michael Buble, Kevin Hart, Ricardo Arjona, Daddy Yankee, Pitbull, Eagles, and back-to-back concerts by Bad Bunny.

The Amway Center is located in the heart of downtown Orlando and averages more than 1.3 million visitors and 250 events each year, drawing residents and visitors alike into downtown Orlando. The incredible 2022 concert totals do not include Orlando Magic or Orlando Solar Bear games, family shows like Disney on Ice, or events like WWE.

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FINANCIAL

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# HOSPITALITY & DINING

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WINNER

## Sampaguita Ice Cream





## BELLHOP ORLANDO

**Category:** Hospitality & Dining

**Project Team:** Interstruct Inc. | KAP Studio Design | Wall Street Enterprises

Hospitality has always been at the heart of the historic Angebilt, which opened as the tallest building in Orlando and the city's finest hotel nearly 100 years ago in downtown. Now, continuing in that tradition, its lobby is a stunning cocktail lounge: Bellhop Orlando. Bellhop Orlando is a street-facing location on the main thoroughfare of Orange Avenue, activating a prime downtown Orlando space. The project team is proud of its vigilance in maintaining the past, present, and future narrative of Orlando's historic structures, ensuring Orlando's early character and history remain a bold design in downtown Orlando's fabric.



## FRONT PORCH AT THE MONROE

**Category:** Hospitality & Dining

**Project Team:** Good Salt Restaurant Group | Ustler Development, Inc.

Front Porch at The Monroe is a nearly 4,000 SF covered outdoor patio space that overlooks Luminary Green in Creative Village. With a full bar and unique bar bites menu, the Front Porch at The Monroe adds an increased level of activation to Creative Village and is a popular venue for events of all sorts! The visual activation of the space helps to prove the business viability of Creative Village, thereby attracting other quality businesses to the area.



# SAMPAGUITA ICE CREAM

**Category:** Hospitality & Dining

**Project Team:** SAMPAGUITA Ice Cream | GDP Designbuild

SAMPAGUITA is a Filipino-American ice cream shop that provides a unique cultural experience to the community. Located in the Mills 50 district, SAMPAGUITA is an exploration of the richness of Filipino culture, family traditions, and self-identity. Owners Marie and Mo say that the shop's goal is to create fun and fanciful ice cream flavors with profound meaning and nuance. By introducing unique Filipino-inspired ice cream flavors, the shop promotes an appreciation of Filipino ingredients and cultural traditions in a part of Orlando that is rich with Asian-American entrepreneurship. Ice cream is the canvas to express and capture memories of childhood, stories and generational folklore, and sweet moments with loved ones.



# STEMMA CRAFT COFFEE

**Category:** Hospitality & Dining

**Project Team:** Interstruct Inc. | Stemma Craft Coffee | WhiteGold Interiors

Stemma Craft Coffee is a seed-to-cup coffee experience located in the MAA Robinson building on Orange Avenue near Robinson in downtown Orlando. Interstruct provided design-build services to mother-daughter owners María and Rebecca Blandon, who share their ancestors' artisanal coffee-making legacy from the Alturas of Nicaragua. Stemma honors their late husband and father, Alvaro Blandon, whose portrait is featured near the entrance. Alvaro's passion for the coffee industry and his family's multi-generation coffee farm in Nicaragua is expressed through the beans that are grown and cultivated on the family farm and roasted at Stemma in Orlando. Stemma is also committed to showcasing talents from Orlando's Hispanic and Latino community through its "family" of employees.



# TACO KAT

**Category:** Hospitality & Dining

**Project Team:** Team Market Group

Taco Kat brings a taste of authentic Sonora Mexico to the heart of downtown Orlando, providing customers with high-quality food options that are both delicious and fun. Taco Kat is dedicated to bringing real Mexican flavors and ingredients to its customers. The flour for the tortillas is brought in from Sonora, Mexico, the sauces are all made in-house, and local, sustainable ingredients are used as much as possible. Taco Kat's goal is to create a fun and friendly atmosphere where people can come together to enjoy delicious food and good company.

ORLANDO  
BUSINESS JOURNAL

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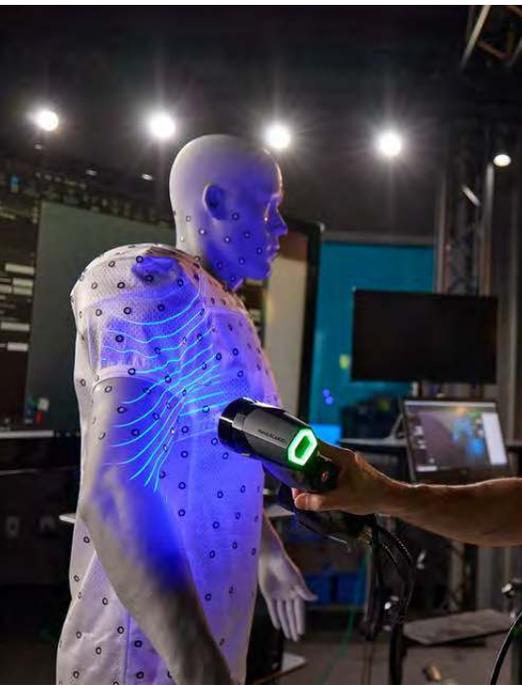
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# INNOVATION & TECHNOLOGY

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Orlando Tech Community

WINNER

**MetaCenter**





## CENFLUENCE

**Category:** Innovation & Technology

**Project Team:** Florida High Tech Corridor | Orange County Government | Duke Energy | Curley & Pynn | PRISMATIC

To fuel high tech industry growth, The Florida High Tech Corridor launched one of the only 20 North American cluster management organizations recognized internationally by the European Cluster Collaboration Platform. Guided by visionary economic development leaders, Orange County funded a partnership with The Corridor called "Cenfluence, the Central Florida Cluster Initiative," to grow regional interconnected networks of businesses, suppliers, service providers, academic institutions, and economic development organizations. Cenfluence provides free support to over 110 Cluster Member companies, many of which are located in downtown Orlando.



## INNOVATION TOWER

**Category:** Innovation & Technology

**Project Team:** HuntonBrady Architects | AdventHealth | Meadows & Ohly | Rothman Orthopaedics | Batson-Cook Construction | BBM Structural | MEP Engineering | TLC Engineering Solutions | TJNG Partners | One-EQ | Poblocki Sign Company, Inc. | Foster Conant & Associates

Experience innovation at Orlando's newest comprehensive medical facility: Innovation Tower. Providing next-level care and cutting-edge research for many health care needs, patients receive diagnosis, treatment and recovery care – all under one roof. The 12 floor, 328,000 SF building was created with "green" material, which is better for the environment. Using the latest technology, the building can be heated or cooled with less power, reducing costs by 37% and using 28% less energy than those comparable in size that don't utilize green materials. The tower's doors, heating, cooling, and other systems can also be managed remotely from a PC or phone at any time and location.



## METACENTER

**Category:** Innovation & Technology

**Project Team:** Orlando Economic Partnership | Orlando Tech Community

The Orlando Economic Partnership has paved the way for the identity of Tech & Innovation for Central Florida: The MetaCenter galvanizes the tech and innovation community and further differentiates Orlando from other competing markets. Orlando is the leading region in the U.S. building the foundation of the Metaverse. Its expertise in creating immersive, technologically advanced experiences has long placed Orlando as the MetaCenter of new world adventure.



## TENX TECH EVENT SERIES LAUNCH

**Category:** Innovation & Technology

**Project Team:** Orlando Economic Partnership | Orlando Tech Community

Launched in 2022, the downtown Orlando Tech Community introduced a new event series: tenX tech. Focused on uniting Central Florida's entrepreneurs, leaders, and innovators, tenX tech highlights the best and brightest projects, businesses, and individuals scaling innovation and technology in the region. Gatherings showcase the latest advancements to the local community, combining people from diverse backgrounds and providing opportunities for entrepreneurs, investors, and professionals to connect with each other.

# NEW OFFICE DESIGN

Sponsored by e|spaces

WINNER

## Orlando Economic Partnership Headquarters





## DEANGELIS DIAMOND CORPORATE OFFICE

**Category:** New Office Design

**Project Team:** HuntonBrady Architects | Tower Realty Partners, Inc. |  
Deangelis Diamond Contractors | Peninsula Engineering

This national firm chose to open a new corporate office in downtown Orlando designed with its employees in mind. The space was built with open ceilings throughout to create a more spacious environment for occupants. This was the first tenant space in the entire building with an open ceiling plan. Glass walls were used throughout the entire office to maximize natural light, increase the sense of space, and provide all team members outstanding views of the skyline. The open café is located directly off the main lobby, creating a relaxed, welcoming environment. The café was also intentionally located to provide all occupants the opportunity to access the best views overlooking the downtown skyline.



## ORLANDO ECONOMIC PARTNERSHIP HEADQUARTERS

**Category:** New Office Design

**Project Team:** Schenkel Shultz Architecture | Unity Technologies |  
BASE Construction | American Interiors | WorkSpaces

The Orlando Economic Partnership (OEP) new headquarters in downtown Orlando showcases a modern workplace that embodies the vision to fuel Orlando's economy and embrace technology and innovation to advance Broad-based Prosperity®. The new space occupies a smaller footprint, yet provides an amplified presence amid the bustling atmosphere of historic Church Street in the heart of downtown Orlando. OEP's new office is home to their Regional Marketing Center, showcasing the Orlando region's first digital twin. This virtual representation is an interactive model of the region and data simulator of the seven counties supported by the organization. The Orlando Regional Digital Twin allows the community to springboard economic advancements for the entire region by enabling immersive storytelling and scenario planning.



# PURPLE, ROCK, SCISSORS CORPORATE OFFICE

**Category:** New Office Design

**Project Team:** Interstruct Inc.

Purple, Rock, Scissors has called downtown Orlando home for over 15 years. After being fully remote for two years, the new Purple, Rock, Scissors HQ at 802 W. Church Street showcases an important shift in how office space is evolving to reflect a hybrid work model. The idea of creating a “micro-office” was executed to support the needs of remote team members desiring more face-to-face collaboration. The hope of Purple, Rock, Scissors is that their investment in the Parramore area will attract more like-minded businesses that will be an asset to the community.

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# PUBLIC WORKS & PLACEMAKING

WINNER

## Luminary Green Park





## "BARRIER BREAKERS" MONUMENT

**Category:** Public Works & Placemaking

**Project Team:** Florida Citrus Sports | Haddock Family Foundation | City of Orlando | District 5 Commissioner Regina Hill | COLLAGE

In March of 2022, the City of Orlando celebrated the installation of "Barrier Breakers" at Lake Lorna Doone Park. This monument, built in partnership with the Haddock Family Foundation, pays tribute to the first interracial Little League game played in the South. The statue features two 12-year-old boys – one white, one black, each representing the Orlando Kiwanis and Pensacola Jaycees teams from the 1955 game. The "Breaking Barriers" installation was part of a multi-year renovation of 12-acre Lake Lorna Doone Park, one of the community's oldest and most historic recreation sites.



## LUMINARY GREEN PARK

**Category:** Public Works & Placemaking

**Project Team:** City of Orlando | Orlando Community Redevelopment Agency | Creative Village Development, LLC

Luminary Green is a new city-owned and managed park located in the center of Creative Village. This 2.3-acre public park is a unique and special gathering space for residents, workers, and students in Parramore and other downtown Orlando neighborhoods. Luminary Green has a large, welcoming lawn for everyone to come together, play, and enjoy the outdoors. This park also celebrates and shines a light on community Luminaries—those who have preceded us but who lived lives exemplified with service to the Parramore Community. Special installations honor the inaugural class of 12 luminaries from the Parramore community. The north end of the park features an iconic trellis. This circular feature serves as the aesthetic centerpiece of the park and provides an elevated vantage point of Creative Village and the downtown Orlando skyline and a themed photo spot with the letters ORLANDO.



# SCULPTURE ON THE LAWN 2022

**Category:** Public Works & Placemaking

**Project Team:** Orange County Arts & Cultural Affairs | Installation Team

Orange County Arts & Cultural Affairs, in partnership with the Public Art Review Board, presented the 8th annual "Sculpture on the Lawn" exhibition in 2022. The exhibition is an outdoor display featured at the entrance to the Orange County Administration Center in the heart of downtown Orlando, where the works are visible to approximately 10,000 people daily. "Sculpture on the Lawn" is a rotating art exhibit that brings new interest each year. Its' mission is to include public art in Orange County for the benefit and education of its citizens, while enhancing the visual environment through a diversity of styles, content, and artists. The program provides access to world-class art in public spaces.



# "SOLIDARITY"

**Category:** Public Works & Placemaking

**Project Team:** City of Orlando, DDB/CRA | I-4 Artwork Committee Members

Standing over 35 feet high and weighing over 6,000 pounds, "Solidarity" is a unique sculpture that represents the intertwined relationships between communities and the world. This 24/7 piece of art sparkles during the day and entertains with its colorful lights at night. Solidarity was made possible by the I-4 Ultimate Improvement Project's \$1.5 million Art Endowment Program, which funds permanent art installations in various cities and counties along Interstate 4. "Solidarity" was designed by Hunter Brown, an artist who was inspired by Orlando's multiculturalism, local community, and international connections.

# "STILL I RISE" MURAL

**Category:** Public Works & Placemaking

**Project Team:** CREW Orlando | Orlando Magic | AdventHealth | OUC-The Reliable One | City of Orlando District 5 Commissioner Regina I. Hill | Greenberg Traurig | Fidelity National Financial-Florida Agency | Florida Blue Foundation | Colwill Engineering Electrical, Inc. | Sunbelt Rentals | Percopo Coatings | City of Orlando's Mayor's Matching Grant Program | Orlando Neighborhood Improvement Corporation | Wells' Built Hotel

Orlando's Chapter of Commercial Real Estate Women (CREW) worked with the City of Orlando to create a mural dedicated to diversity. Titled *Still I Rise*, an homage to Maya Angelou's famous poem, the mural serves to bring hope and courage to those still fighting discrimination and other forms of adversity.

CREW Orlando and its team of collaborators hired five local female artists to design and paint a mural honoring the Unsung Heroes who provided their services to the community of Parramore during segregation. These are men and women of Parramore's past who helped the community not only survive the challenges of segregation, but to rise up against all the odds and come out a better, more unified community.



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# REDESIGN & RENOVATION

Sponsored by PRISMATIC

WINNER

## Interstruct HQ





## 111 NORTH ORANGE LOBBY

**Category:** Redesign & Renovation

**Project Team:** HuntonBrady Architects | Black Salmon Capital LLC | Tower Realty Partners, Inc. | Peninsula Engineering Inc. | Hanson Construction, Inc.

Centrally located and one of downtown Orlando's major class-A offices, 111 N Orange Avenue is home to multiple tenants totaling over 245,200 SF in a staple building nicknamed the "Copper Whopper." The lobby space needed a modern renovation to transform it from its former 1980's design. The new lobby brightens the space and utilizes upgraded finishes and lighter colors to be more inviting to workers and visitors. This project update transforms the public space and enhances the overall user experience.



## ALOFT ORLANDO DOWNTOWN

**Category:** Redesign & Renovation

**Project Team:** Aloft Orlando Downtown | McKibbon Places | Landron

The Aloft Orlando Hotel Downtown, a Marriott property in the Lifestyle brand hotel category, completed a multimillion-dollar renovation in 2022. The full scale renovation of the former Orlando Utility Company building included expansion of the lobby area, renovation of the WXYZ Lounge, expanded meeting space, and the creation of oversized guest rooms. Aloft Orlando's goal is to be a destination downtown property to serve hotel guest's and the local community.



# GRAND AVENUE NEIGHBORHOOD CENTER

**Category:** Redesign & Renovation

**Project Team:** Borrelli + Partners, Inc. | Gilbane Building Company | JCB Construction | Avcon, Inc. | Matern Professional Engineering, Inc. | C&S Engineers, Inc. | TJNG Partners, Inc. | Total Design Consortium | Specialized Property Services | ecoPreserve, LLC. | Gator Engineering & Aquifer Restoration | Gale Associates South, Inc. | Barnes, Ferland & Associates, Inc.

The Grand Avenue building is a two-story, Mediterranean Revival building that was built in 1926 and designated a historic landmark by the City of Orlando in 1995. Preserving the historic integrity of the original Grand Avenue Elementary School was of utmost importance for the Design/Build team. The new Grand Avenue Neighborhood Center includes a full-sized gymnasium with seating for approximately 900 people, a fitness and weight training studio, a yoga studio, a pottery studio, a computer lab, and more. The Center also features an auditorium with seating for approximately 160 people and a theater with the original hardwood floor stage.



# INTERSTRUCT HQ

**Category:** Redesign & Renovation

**Project Team:** Interstruct Inc.

This 7,254 square foot property is located on West Church Street in the Parramore Heritage Neighborhood. Rather than scrap the existing structures, Interstruct chose adaptive reuse for their new headquarters, to preserve the character, materials, and scale as relatable to the neighborhood. The architecture of the original 1940s building exhibits a hint of industrial art-deco with its stepped parapet and chamfered vertical edge facade, which is also a repeated element on the capital of the surface pilasters. Architectural transparency, repetition, asymmetrical rhythm and celebrating the imperfection and beauty of exposed materials would become key elements of their design.

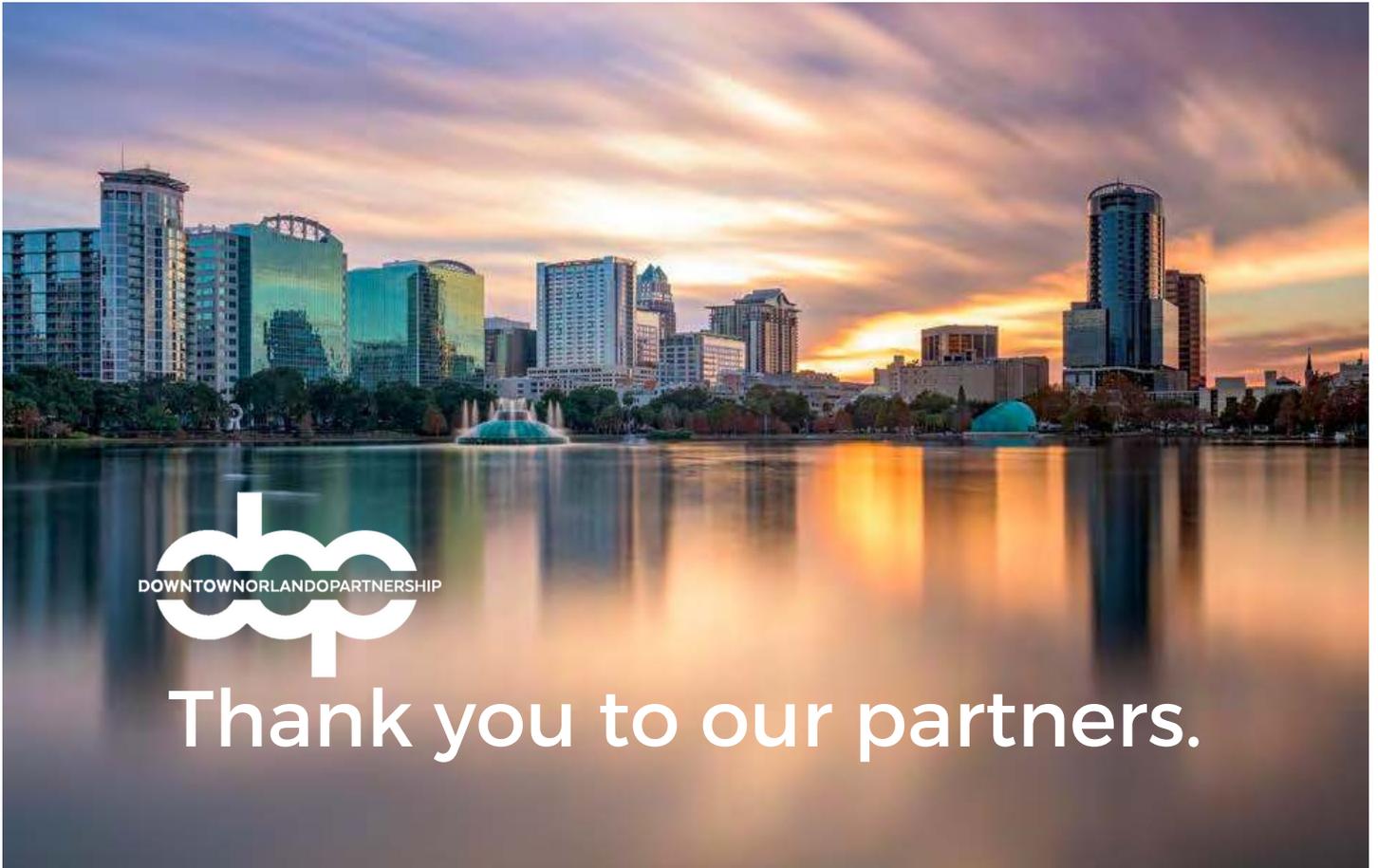


# LEU GARDENS WELCOME CENTER

**Category:** Redesign & Renovation

**Project Team:** Orlando Venues | SC Advisors | KMF Architects

Harry P. Leu Gardens is a 50-acre botanical oasis with stunning temperate and tropical plants, majestic camellias, and a canopy of 300-year-old southern oaks. The Leu Gardens Welcome Center, the main entrance to Orlando's sprawling historic cultural gem, underwent a \$1 million dollar renovation in 2022 that updated the interiors with new and timeless finishes, enhanced the main ballroom, and upgraded and expanded the bride and groom suites. These modern improvements have enhanced the guest experience, and the renovation investment has led to increased visits and rentals.



# SPORTING EVENTS

Sponsored by Balfour Beatty

WINNER

## Special Olympics 2022 USA Games Opening Ceremony





## 2022 MEXICAN NATIONAL TEAM U.S. TOUR MATCH

**Category:** Sporting Events

**Project Team:** Greater Orlando Sports Commission | Orlando Venues | Florida Sports Foundation | Orange County Mayor Demings

The 2022 Mexican National Team U.S. Tour included a stop in Orlando, with Mexico competing against the Guatemalan Men's National Soccer Team at Camping World Stadium in front of over 37k fans. Both teams would play to an eventual tie. The event generated \$9.8 million in economic impact for Orange County and the City of Orlando.



## FC SERIES

**Category:** Sporting Events

**Project Team:** Florida Citrus Sports | Universal Orlando Resort | Visit Orlando | Orange County | Orlando City

The Florida Cup is the largest international soccer event in the Sunshine State, combining sports, music, and entertainment. In 2021, Florida Citrus Sports acquired the Florida Cup to add to its portfolio of major stadium events. In 2022, the FC Series extended the weeklong "Clash of Nations" festival to multiple venues, including a first-time meeting between Orlando City SC and English Premier League club Arsenal at Exploria Stadium. The event culminated on July 23, 2022, at Camping World Stadium, where Arsenal met EPL rival Chelsea - two of the world's most popular and successful professional clubs - setting a new soccer attendance record at Camping World Stadium with 63,811 attendees.



# FIFA WORLD CUP QUALIFYING 2022 MATCH - USMNT VS PANAMA

**Category:** Sporting Events

**Project Team:** Greater Orlando Sports Commission | Orlando City Soccer & Orlando Pride | Orange County Mayor Jerry Demings

The U.S. Men's National Soccer Team's 2022 FIFA World Cup Qualifying Match was played in Orlando on March 27, 2022, in front of a sold-out crowd at Exploria Stadium, with Panama as their opponent. The U.S. Men's Soccer team won 5 - 1, thus qualifying them to advance to compete in the 2022 FIFA World Cup. This match was broadcast live both internationally and nationally and generated \$10.9 million in economic impact for Orange County and the City of Orlando.



## OUC HALF MARATHON

**Category:** Sporting Events

**Project Team:** OUC - The *Reliable One* | Track Shack

One of the top road races in the Southeast since 1977, the OUC Orlando Half Marathon winds through scenic Downtown Orlando and finishes at beautiful Lake Eola. OUC has been the presenting sponsor of this event for 27 years in partnership with the event organizer, Track Shack. The OUC Half Marathon brings over 4,000 runners into downtown Orlando every December. At the 2022 event, OUC exhibited the Tiny Green Home, a 200-square-foot mobile showroom of sustainable living, and an electric vehicle.



# SPECIAL OLYMPICS 2022 USA OPENING CEREMONY

**Category:** Sporting Events

**Project Team:** Greater Orlando Sports Commission | Special Olympics USA Games 2022 | ESPN Wide World of Sports | Orlando Health | Orlando City Soccer & Orlando Pride | Florida Sports Foundation | Orange County Mayor Jerry Demings | City of Orlando Mayor Buddy Dyer

The 2022 Special Olympics USA Games was staged at multiple venues in Orlando Florida from June 5-12. Special Olympics USA Games united more than 5,500 athletes and coaches from all 50 states and the Caribbean during one of the country's most cherished sporting events. Exploria Stadium served as the host venue for the USA opening ceremonies. The Games generated \$71.9 million in economic impact for the region. The Opening Ceremony included appearances from celebrity USA Games ambassadors, musical performances, parade of athletes, and the lighting of the Flame of Hope which officially kicked off the week of events.

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# SUSTAINABILITY & RESILIENCY

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Architects

WINNER

**Project AWESOME**





## OUC'S WATER COLOR PROJECT

**Category:** Sustainability & Resiliency

**Project Team:** OUC - The *Reliable One* | Orange County Public Schools

During the 2021-2022 school year, OUC continued its education outreach effort designed to encourage water conservation through art with the Water Color Project. The project encourages Orange County Public middle and high school students to enter painted rain barrels for judging. Themed illustrations on the barrels depict water conservation, Florida, eco-friendly motifs, or Orlando and Orange County. This program also includes a calendar contest for environmentally-themed drawings submitted by fourth and fifth graders. Every year, the themed painted rain barrels and the winning artwork from the calendar are displayed at CityArts. The exhibit serves as a creative and impactful reminder that water and Florida's environment are precious – and stressed – resources.



## PLANTEES

**Category:** Sustainability & Resiliency

**Project Team:** Team Market Group

Plantees is a 100% plant-based concept, offering tasty burgers, fries, shakes, and more. The mission of Plantees is to inspire others to adopt sustainable and compassionate food choices. Their unique menu offerings bridge the gap between fast food and fast casual while positively impacting both cravings and the environment. As more people seek plant-based options for health, sustainability, and ethical reasons, Plantees fills a gap in the market by offering delicious and satisfying plant-based meals which ultimately contribute to a healthier, more environmentally responsible, and a more socially engaged community.



# PROJECT AWESOME

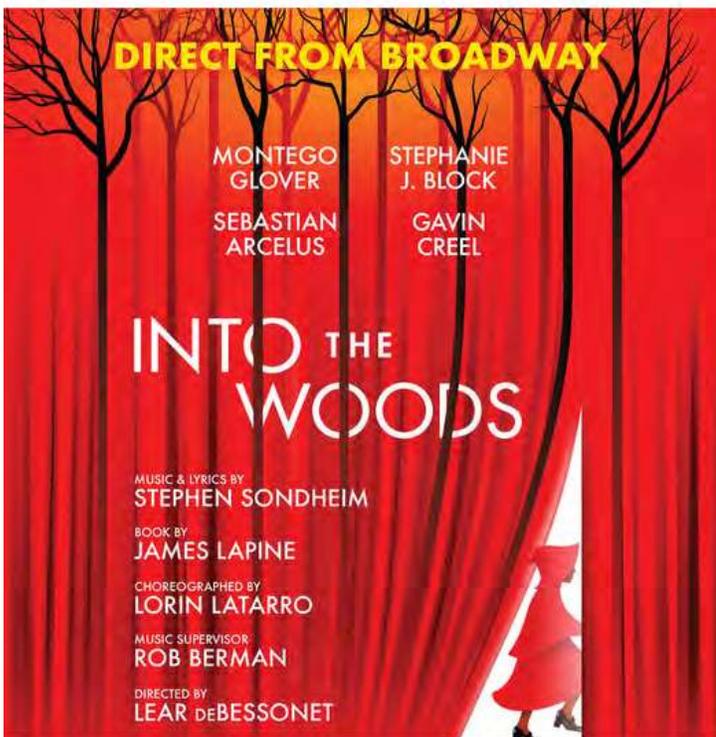
**Category:** Sustainability & Resiliency

**Project Team:** The Reliable One | Orlando Science Center

Since 2009, OUC has partnered with the Orlando Science Center to deliver an interactive curriculum to fifth grade students in Orange and Osceola county public school classrooms about water conservation, energy efficiency, and alternative energy sources. Project AWESOME was designed to stimulate STEM skills like critical thinking, communication, and collaboration through projects that address real-world issues. During the 2021-2022 school year, OUC invested more than \$300,000 to the program which reached 7,000 students. OUC's Project AWESOME fosters a love of science and technology for the next generation of Orlando's workforce.

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william daniel mills  
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steinmetz hall

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walt disney theater

**ONE NIGHT  
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**HARRY POTTER AND  
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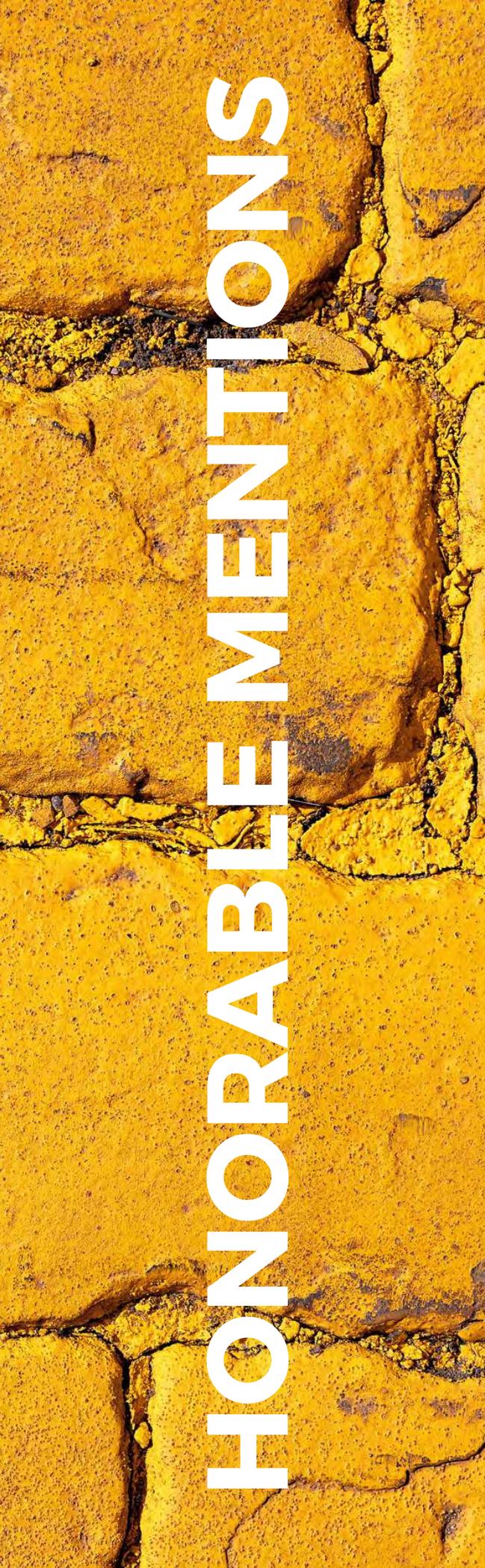
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# HONORABLE MENTIONS

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### **AIRPLAY**

presented by Orlando Health  
Orlando Regional Medical Center

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### **A Peace of My Mind - Taylor Warner-Valdez**

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### **BlueWave Resource Partners**

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### **DAZZLING NIGHTS™**

presented by AdventHealth

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### **Dr. Phillips Center for the Performing Arts Community Giveback Initiative**

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### **Figurehead: Music & Mayhem in Orlando's Underground**

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### **High Tide**

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### **Orlando Amway Experience**

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### **Orlando City & Orlando Pride Annual Turkey Giveaway** presented by Publix

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### **Orlando Magic 5k and Kids' Run** presented by AdventHealth

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### **Orlando Philharmonic Orchestra**

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### **OUC Project Care**

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### **The Corridor Project Billboard Exhibition**

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