



DOWNTOWNORLANDOPARTNERSHIP

**GOLDEN BRICK AWARDS**  
PRESENTED BY ADVENTHEALTH  
2024





**GOLDEN BRICK AWARDS**

# **2024 GOLDEN BRICK AWARDS**

**COLE NESMITH**

**FOUNDER & ARTISTIC DIRECTOR,  
CREATIVE CITY PROJECT & MEMOIR AGENCY**

**PAUL DRAYTON**

**MANAGING DIRECTOR, JPMORGANCHASE  
2025 DOP BOARD CHAIR**

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**BRAD HILLMON**

**CHIEF OPERATING OFFICER, ADVENTHEALTH**

**CATEGORY WINNERS**

**GAME CHANGER & AWARD OF EXCELLENCE**

**ORLANDO MAYOR BUDDY DYER**

**DOWNTOWNER OF THE YEAR**

**JARROD DILLON**

**PRESIDENT OF BUSINESS OPERATIONS,  
ORLANDO CITY SC, ORLANDO PRIDE, AND INTER&CO STADIUM**



PRESENTING SPONSOR



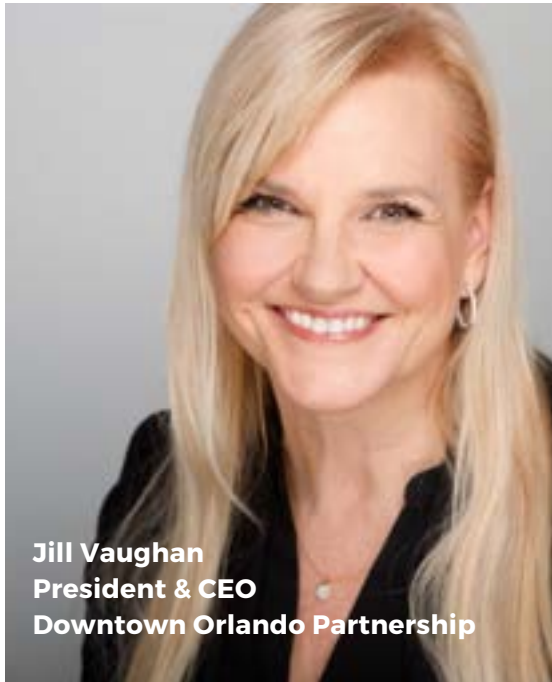
EVENT PARTNER



EVENT SPONSORS



# CONGRATULATIONS, DOWNTOWN ORLANDO!



Jill Vaughan  
President & CEO  
Downtown Orlando Partnership

As we look back on 2024, the Downtown Orlando Partnership is excited to celebrate the exceptional individuals and projects that have shaped downtown Orlando. We thank everyone whose contributions fueled downtown's growth and energy. Your dedication is inspiring.

Congratulations to Jarrod Dillon, the well-deserved 2024 Downtowner of the Year! His unwavering dedication to the region's soccer and sports community proves true excellence—a spirit perfectly reflected in the Orlando Pride's historic triumph, winning the NWSL Championship and becoming the city's first professional sports team to secure a national title!

Join us in celebrating the best of downtown Orlando!

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

## DOP's 2024 Golden Brick Awards Connecting Orlando's Rich Past with the Present

Though the iconic Church Street Station Ballroom is no longer standing, its legacy continues to shine. Prior to its 2023 demolition, the building was carefully dismantled, allowing many of its cherished elements to be preserved and repurposed. The Downtown Orlando Partnership is honored to play a role in keeping its story alive.

The 2024 Golden Brick Awards pay tribute to this history by incorporating a special artifact from the Ballroom: a cast iron floret from its ornate exterior staircases. Each award showcases a distinct keepsake symbolizing both the uniqueness of the reclaimed piece and the beauty and exceptional achievements of our 2024 award recipients.





# PROPELLING HEALTH CARE FORWARD

When world-renowned physicians join forces with compassionate caregivers and innovative medical researchers, a new level of healing is possible. With advanced expertise and a commitment to whole-person care, we push the boundaries of health care every day. And — for the **14th year in a row** — it's earned us recognition from *U.S. News & World Report* as Greater Orlando's #1 Hospital.



  
**AdventHealth**  
feel whole.



## Arts & Culture

Sponsored by United Arts of Central Florida

- African American Craft Initiative
- Florida Blue Florida Classic Week
- Judson's Live at Dr. Phillips Center for the Performing Arts
- UCF Celebrates the Arts

## Commercial & Residential Development

Sponsored by Dean Mead

- Orlando Health Neuroscience Institute
- Society Orlando
- Westcourt Economic Development Incentive Agreement

## Community

Sponsored by Allied Universal

- Orange County Pre-Participation Physicals hosted by AdventHealth
- Orlando Care Center (AdventHealth and Victim Service Center collaboration)
- Page 15, Inc.
- The Salvation Army Eric and Diane Holm Thanksgiving with Valencia College School of Hospitality Management and Culinary Arts
- Visit Orlando x Orlando Main Street Districts

## Diversity, Equity & Inclusion

Sponsored by JPMorganChase

- "Know Your Place" Documentary Film
- Love is Local
- Pride in Every Color - Orlando Pride
- The Bridge at The Christ School

## Entertainment & Special Events

Sponsored by Laconic Digital

- 2024 EDC Orlando
- College Park JazzFest
- Dr. Phillips Charities: 150 Years of Legacy
- Legends Night presented by Inter&Co

## Hospitality & Dining

Sponsored by Visit Orlando

- Alien Treats
- I Love Orlando Café
- Papi Smash'd Burger
- Qreate Coffee
- The Drake Kitchen + Bar

## Innovation & Technology

Sponsored by UCF Downtown | Valencia College

- AdventHealth Sports Med & Rehab 3-D Motion Lab
- Clean & Safe App
- Orlando Health Neuroscience Institute
- UCF & Orlando Health's Epic Advantage

CATEGORY FINALISTS





# CATEGORY FINALISTS

## New Office Design

Sponsored by e|spaces

- BakerHostetler
- CI Group
- OneDigital
- Prologis

## Public Works & Placemaking

Sponsored by Prismatic

- AdventHealth Innovation Tower Art Installation by JEFRE
- ArtCube Gallery
- FORDify the Arts Courtyard
- Orange County Library System: Meet You There

## Redesign & Renovation

Sponsored by DOP Board of Directors + Trustees

- Citrus Club
- Crowne Plaza Orlando Downtown
- Foxtail Marketplace & Café at Leu Gardens
- J Henry's Barber Shop
- Life: Orlando Science Center's Nature and Conservation Exhibit

## Sporting Events

Sponsored by Orlando City SC | Orlando Pride | Inter&Co Stadium

- 2024 U.S. Olympic Team Trials - Marathon
- Cheez-It Citrus Bowl
- Honor Thy History: A Year-Long Celebration of Orlando City's 10th Major League Soccer Season
- Orlando Magic 35th Anniversary Celebration - Shaquille O'Neal Jersey Retirement Ceremony
- Pop-Tarts Bowl

## Sustainability & Resiliency

Sponsored by Hotwire Communicaitons | Fision

- 4Roots Farm Campus Education Center
- Black Bottom House of Prayer
- Collaborative for Homelessness Action, Research, and Transformation (CHART)
- Ride DTO

## Game Changer

Sponsored by CareerSource Central Florida

## Award of Excellence

Sponsored by Orlando Health



# DOWNTOWNER OF THE YEAR 2024



## JARROD DILLON

### **PRESIDENT OF BUSINESS OPERATIONS**

ORLANDO CITY SC, ORLANDO PRIDE, AND INTER&CO STADIUM

Jarrod Dillon assumed responsibility for the overarching strategic business operations of the Club's diverse portfolio in January 2022. His responsibilities span Orlando City Soccer Club (MLS), the Orlando Pride (NWSL), Orlando City B (MLS Next Pro), Inter&Co Stadium, the Orlando City Academy, the Orlando City Youth Soccer Network, and future initiatives. Reporting directly to ownership, Dillon oversees a unified front office strategy for both Orlando City and Orlando Pride, working alongside both Soccer Operations teams to bring a best-in-class experience to fans and the Orlando community.

Dillon's current role at Orlando City Soccer Club and the Orlando Pride builds upon six years of significant contributions to Vinik Sports Group (VSG). During his time with VSG, he rose from Executive Vice President of Sales and Marketing to Chief Marketing and Revenue Officer. His career also includes valuable experience within Major League Baseball, with the San Diego Padres and San Francisco Giants, and in the National Football League with the Oakland Raiders, where he gained expertise in ticket and suite sales, customer service, analytics, and corporate partnerships.



# Get a Free Ride on Us!

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app, enter the code,  
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Android App



\*Offer expires May 31, 2025.



# AWARD OF EXCELLENCE

2024

SPONSORED BY ORLANDO HEALTH



## NWSL CHAMPIONSHIP & DOWNTOWN PARADE: ORLANDO PRIDE

Project Team: Seb Hines | Haley Carter | Jarrod Dillon | Kevin Coulthart |  
Alison Martin | Sarah Hansen | Emily Cecchini | Lucas Medeiros | Pedro Araujo

In 2024, the Orlando Pride became the first professional sports team from Orlando to win a major league trophy, securing the NWSL Championship with a 1-0 victory over the Washington Spirit. To celebrate this historic achievement and their record-breaking season, the team partnered with the City of Orlando to host the city's inaugural downtown sports championship parade. Over 5,000 fans joined the festivities on Orange Avenue, which featured players, supporters, and special guests, with the celebration also streamed online.



# GAME <sup>2024</sup> CHANGER

SPONSORED BY CAREERSOURCE CENTRAL FLORIDA

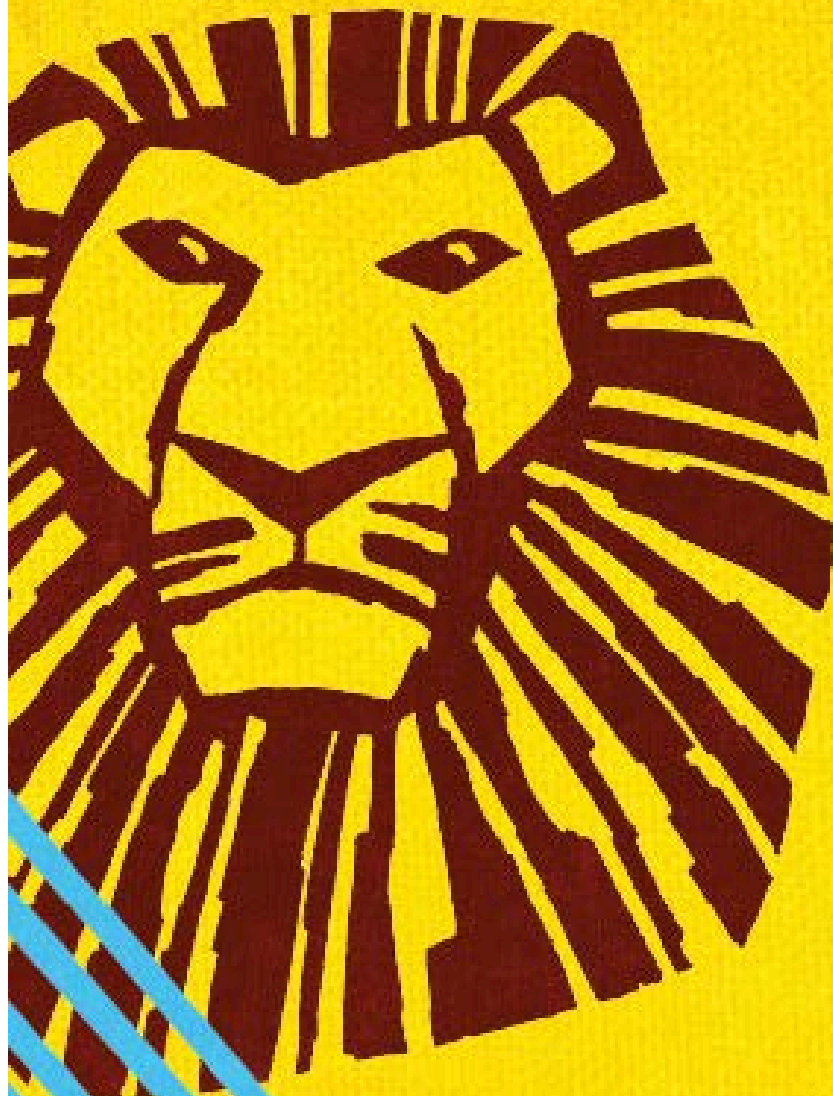


## DTO LIVE!

City of Orlando, DDB | United Arts of Central Florida | Creative City Project |  
Downtown Arts District

DTO Live! is a collaborative initiative that has significantly boosted downtown Orlando's vibrancy by providing over 850 free arts and cultural experiences annually, activating public spaces, storefronts, sidewalks, and buildings with live performances, interactive art, and immersive cultural experiences. This partnership between the city and local arts organizations has engaged hundreds of artists, attracted tens of thousands of visits, and generated millions of impressions, strengthening downtown's cultural and economic vitality.

# GET TICKETS!



Disney  
**THE  
LION  
KING**

THE WORLD'S #1  
MUSICAL

## NOW - MAY 18

[drphillipscenter.org](http://drphillipscenter.org)

 **Advent Health**  
BROADWAY IN ORLANDO  
 **dr. phillips center**

 **FLORIDA  
THEATRICAL  
ASSOCIATION**

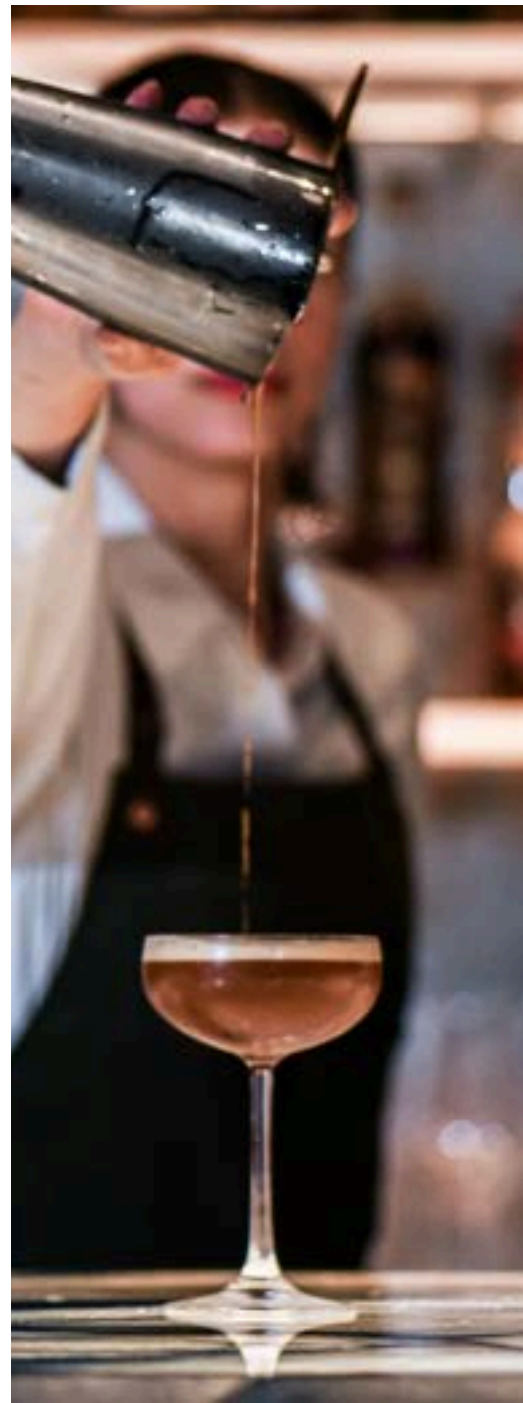


# ARTS & CULTURE

Sponsored by United Arts of Central Florida

WINNER

**Judson's Live  
at Dr. Phillips Center  
for the Performing Arts**





## AFRICAN AMERICAN CRAFT INITIATIVE

### Project Team

Orange County Regional History Center: Kallie Turner | Cheyenne Stastyshyn | Courtney Burns | Katie Kelley | Diana N'Diaye

Smithsonian Center for Folklife and Cultural Heritage: Sloan Keller | Darlene Allen | Winston Andrews | Lauren Austin | Teighlor Johnson | Linda Lee | Lisa Moore | Carmen Nibbs | Eddie Osborne

This project connects local artists with cultural institutions, helping them preserve their stories through outreach, oral histories, and exhibitions. The initiative supports artists by providing professional development opportunities, visibility, and institutional partnerships that can lead to sustained career growth. The partnership also strengthens community engagement by highlighting diverse artistic voices, fostering dialogue, and creating a platform where cultural heritage and contemporary artistic expression intersect.



## FLORIDA BLUE FLORIDA CLASSIC WEEK

### Project Team

Florida Citrus Sports | Bethune-Cookman University | Florida A&M University

The Florida Blue Florida Classic is an annual and nationally celebrated HBCU football rivalry game between Florida A&M University and Bethune-Cookman University, drawing over 56,000 fans to Camping World Stadium in downtown Orlando each fall. Beyond the thrilling competition, the Classic is a vibrant celebration of Black culture, community, and tradition, and serves as a major fundraiser for both universities, contributing millions to support their students and programs. This long-standing event generates a significant annual economic impact of \$25-30 million for Orlando, attracting visitors from across the nation and energizing the downtown area with multi-day festivities.





## JUDSON'S LIVE AT DR. PHILLIPS CENTER FOR THE PERFORMING ARTS

### **Project Team**

Dr. Phillips Center: Kathy Ramsberger | Spencer Tong | Brian Bethea | Jenna Rogers | Claudia Nunn | DW Phineas Perkins | Jock Williams | Mike Smith | Cecilia Kelly | Sam Labban

Thomas Payne Associates | Brasfield & Gorrie | Stages Audio and Video | Ann Kale Associates

Judson's Live, the Dr. Phillips Center's fifth venue, which debuted in February 2024, has quickly become a cultural cornerstone in downtown Orlando, hosting 375 performances and over 41,000 guests in its first year. This intimate music room, inspired by legendary venues nationwide and named a World's Top Jazz Venue by DownBeat Magazine, offers diverse programming, delicious shareable plates and craft beverages, and also supports local artists.



## UCF CELEBRATES THE ARTS

### **Project Team**

Michael Wainstein | Jeffrey Moore | Paul Lartonoix | James Cleveland | Heather Gibson | Claudia Lynch | Rudy McDaniel | Thomas Harrison | Tremon Kizer

UCF Celebrates the Arts has significantly impacted Orlando since 2015 by fostering community and economic growth through accessible and affordable arts events, showcasing innovative student work and attracting over 15,000 attendees to downtown. The festival, held at the Dr. Phillips Center, provides valuable learning experiences for students and cultural enrichment for the region, highlighting UCF's role in developing future creative leaders.

# COMMERCIAL DEVELOPMENT

Sponsored by  
Dean Mead

WINNER

**Society Orlando**







# ORLANDO HEALTH NEUROSCIENCE INSTITUTE

## Project Team

Matt Taylor, Orlando Health | Arnulfo Castillo, Orlando Health |  
Denise Muth, Haskell

The Orlando Health Neuroscience Institute is a newly constructed three-story, 45,000-square-foot medical office building in downtown Orlando, significantly expanding the area's healthcare infrastructure. This state-of-the-art facility centralizes a wide range of neurological specialties and advanced diagnostic and rehabilitation services for patients. Designed with sustainability in mind, the institute meets the growing healthcare demands of the community in a modern and efficient space.



# SOCIETY ORLANDO

## Project Team

Baker Barrios Architects: Jed Prest, AIA, | Vanessa Rodriguez |  
Anzhelika Arbatskaia | Andrea Estrada

Kimley-Horn: Brooks Sticker | Scott Mingonet | Jeff Riveria

Steven Feller, Steven Feller P.E. LLC | Javier Alvarez, CHM Structural  
Engineers, LLC | Maria Genge, SLS Consulting Inc | John Leete, Moriarty

Society Orlando is a 27-story rental tower that significantly expands downtown Orlando's commercial development by offering 462 units and nearly 100,000 square feet of amenity space, including the city's largest residential pool deck. This project attracts substantial investment and caters to young professionals with a mix of living options and extensive communal spaces, effectively functioning as a neighborhood social hub and enhancing the area's urban lifestyle.



# WESTCOURT ECONOMIC DEVELOPMENT INCENTIVE AGREEMENT

## Project Team

City of Orlando | City of Orlando, CRA | SED Development, LLC | Machete Group, Inc., Westcourt Orlando | JMA Ventures, LLC, Westcourt Orlando

The Orlando CRA approved over \$42 million in incentives for the \$500 million Westcourt development, a large mixed-use project that will bring a hotel, event venue, housing, and the Orlando Magic headquarters to downtown. This investment aims to boost economic growth and revitalize the area by adding key amenities and creating jobs.



COMMUNITY



REVITALIZATION



PLACEMAKING



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# COMMUNITY

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Allied Universal

WINNER

**Page 15, Inc.**





## ORANGE COUNTY PRE-PARTICIPATION PHYSICALS HOSTED BY ADVENTHEALTH

### Project Team

AdventHealth: Sharon Line Clary | Teresa Mairn | Sarah Brown | Kalee Stapp | Vincent Hudson | John Burnside | Adrian Ellenberger | Holly Myers | Dr. Harrison Youmans | Dr. Daniel Chen

Adrienne Noel, OCPS | Lonnie Flores, OCPS | Gabe Park, Florida Citrus Sports | Michael Cronyn, AdventHealth University | Nancy Duckworth, UCF Nursing Program | Linda Steward, Nova Southeastern University Physician Assistant Program | Kristen Schellhase, UCF Athletic Trainer Program | Lisa Chase, University of St. Augustine, Doctor of Physical Therapy Program | Arturah Reid, City of Orlando | Evan Ernst, Who We Play For

AdventHealth hosted a large-scale event at Camping World Stadium, providing 400 incoming high school students from 31 schools with free sports physicals and optional ECGs for the upcoming 2024-2025 school year. This initiative, supported by over 100 volunteers, aimed to promote youth health and wellness by offering convenient, no-cost access to required medical evaluations for participation in sports and after-school activities.



## ORLANDO CARE CENTER (ADVENTHEALTH AND VICTIM SERVICE CENTER COLLABORATION)

### Project Team

AdventHealth: Rob Deininger | Susan Larode | Adiel Naranjo | Vicky Santamaria

Victim Service Center: Lui Damiani | Rob Butcher | Catt Raley | Nicola Prichard

In April 2024, the Victim Service Center opened the Orlando Care Center in downtown Orlando with property donated by AdventHealth, providing immediate crisis intervention and support for sexual assault survivors. This victim-centered facility offers crucial services like forensic collection and advocacy at no cost, providing a safe and confidential environment, fostering community awareness, and establishing Orlando as a model for trauma-informed care.





## PAGE 15, INC.

### Project Team

Julia Young, Page 15

Page 15, established in downtown Orlando's Parramore neighborhood in 2008, empowers over 600 children and teens annually through literacy and creative writing programs. By providing coaching, workshops, and publishing opportunities, Page 15 helps young people develop their voices, build essential skills, and overcome barriers, ultimately fostering a stronger and more expressive community through their Young Writers Society, Young Writers Summer Camp, and Pop-Up Poetry events.



## THE SALVATION ARMY ERIC AND DIANE HOLM THANKSGIVING WITH VALENCIA COLLEGE SCHOOL OF HOSPITALITY MANAGEMENT AND CULINARY ARTS

### Project Team

Dave and CJ Harris, The Church of Jesus Christ of Latter-day Saints - Orlando South Stake | Valencia College of Culinary Arts

The Salvation Army partnered with Valencia College's culinary program to provide over 8,500 Thanksgiving meals to those in need in downtown Orlando, fostering community and alleviating food insecurity. This collaboration unites students, volunteers, and residents, offering a warm meal and fellowship, while reinforcing Orlando's spirit of compassion and service.



# VISIT ORLANDO X ORLANDO MAIN STREET DISTRICTS

## Project Team

Visit Orlando: Adeta Gayah | Jacklyne Schottmiller | Kim Satallante |  
Brian Lucero | Danielle Hollander

Jannet Busto, Busto Marketing Group |

Greg Murtha, Xplorit Virtual Travel Technologies | Matador Network

Visit Orlando launched a multimedia campaign featuring videos and virtual tours to showcase the diverse experiences within Orlando Main Street neighborhoods, aiming to attract more visitors beyond the city's theme parks. This initiative, coupled with extensive press outreach, successfully generated millions of impressions and engagements, highlighting the unique charm and offerings of districts like Audubon Park and Mills 50.



*WHEN IT COMES TO COMMUNITY*  
**EVERY DAY IS  
GAME DAY**

 **@MAGIC.COMMUNITY**



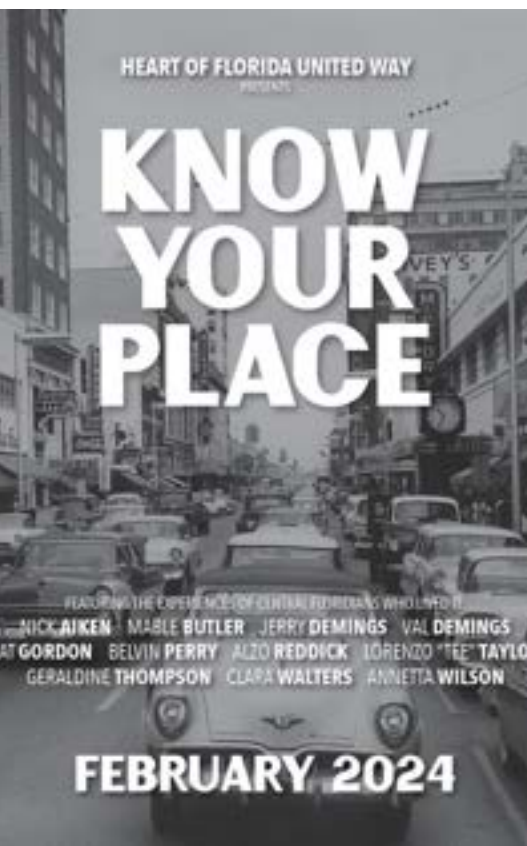
# DIVERSITY, EQUITY & INCLUSION

Sponsored by  
JPMorganChase

WINNER

## "Know Your Place" Documentary Film





# "KNOW YOUR PLACE" DOCUMENTARY FILM

## Project Team

Jim Hobart, Macbeth Studio | Jeff Hayward, Heart of Florida United Way | Morgan Walker, Macbeth Studio | Paige Pompa, Macbeth Studio | Ashley Blazewitz, Heart of Florida United Way

"Know Your Place," commissioned by Heart of Florida United Way, documents Central Floridians' experiences with racism and segregation. The film aims to spark community dialogue about past injustices and promote a more inclusive future by highlighting personal narratives of discrimination before desegregation and the Civil Rights Act. The documentary also served to raise funds for Heart of Florida United Way, with support from local corporate sponsors.



# LOVE IS LOCAL

## Project Team

Lift Orlando: Eddy Moratin | Dionne Coleman | C. Major

PRISMATIC: Stephanie Darden Bennett | Georgieanna Williams | Romy Bianchi | Sarah Seeds | Heather Wilson | John Cox

The A Group: Kristen Shoates | Lori Harmon | Maurilio Amorim

Elizabeth Moraff, Ruby Brick | Kate Bosse, MOR Creative | Gustavo Hernando | Laureen Martinez, Orlando Economic Partnership | Trent Goodin, Orlando Economic Partnership

Lift Orlando's "Love is Local" campaign aimed to strengthen Orlando's neighborhoods by encouraging acts of kindness and raising funds for community upliftment, successfully exceeding its \$1 million goal. This initiative fostered a sense of unity and compassion across the city, supporting vital programs in underserved areas and contributing to a more inclusive and thriving Orlando, including neighborhoods connected to downtown.





## PRIDE IN EVERY COLOR - ORLANDO PRIDE

### Project Team

Ashley Taylor, UCF | Michelle Serowchak, Orlando Pride |  
Mark Lowyns, Orlando Pride | Mark Thor, Orlando Pride |  
Nick Gresham, Orlando Pride | Pedro Araujo, Orlando Pride

For Pride month, the Orlando Pride partnered with local artist, Ashley Taylor, to create the "Pride in Every Color" collection, featuring unique apparel and customizable Pride flag patches, showcased during their annual Pride in Our City match and on national television. This collaboration reinforces the Orlando Pride and Inter&Co Stadium's long-standing commitment to inclusivity, building upon the stadium's permanent tribute of 49 permanent rainbow-colored seats for the victims of the Pulse nightclub tragedy.



## THE BRIDGE AT THE CHRIST SCHOOL

### Project Team

The Christ School: Alissa Plaisance | Jennie Farrant | Nicole Hamilton

The Bridge at The Christ School, located in downtown Orlando, is a unique program specializing in dyslexia education, offering individualized, Orton-Gillingham accredited instruction. Since its 2020 launch, the program has grown to serve 100 students annually, enriching the city's educational landscape and promoting inclusivity while emphasizing the importance of early intervention for dyslexic learners.

# ENTERTAINMENT & SPECIAL EVENTS

Sponsored by  
Laconic Digital

WINNER

**2024 EDC Orlando**







# 2024 EDC ORLANDO

## Project Team

Orlando Venues: Allen Johnson | Craig Borkon | Kevin Brown | Kirk Wingerson

EDC Orlando 2024 drew record-breaking crowds, with over 100,000 daily attendees, significantly boosting the local Orlando economy through extended stays and spending. The festival's immersive experience, combining top-tier talent and innovative production, attracts fans from across the country. This annual event generates over \$110 million in economic impact, showcasing Orlando as a premier destination for large-scale, globally recognized events.



# COLLEGE PARK JAZZFEST

## Project Team

Ken Robinson, Dr. Phillips Charities & The Packing District | Orlando Health | Casey & Betsy Faughn, Super Roofers | Nick Seidule, Seidule Law | Gary McCall, McCall Properties | Somer Froemming, Furst Realities, Inc | Shannon Cushing, Tito's Handmade Vodka | Bill Hines, First Horizon Bank | Anne Rogers, Anne Rogers Realty | Men's Divorce Law Firm | ABC Fine Wine & Spirits | College Park Methodist Church | Jennifer Cook, WUCF | Jeff Quattri, Monkey Marketing Promotions | Steve Gunter, Taproom at Dubsdread | Orlando Magazine

The College Park JazzFest is an annual community celebration in Orlando that brings together over 6,000 attendees to enjoy live jazz music, local food, and unique shopping experiences in a family-friendly atmosphere. For over 20 years, this vibrant festival has boosted the local economy, showcased regional talent, and strengthened community bonds within the College Park neighborhood and the greater Orlando area.



## DR. PHILLIPS CHARITIES: 150 YEARS OF LEGACY

### Project Team

Oxenfree Film & Motion | Dr. Phillips Charities

Dr. Phillips Charities partnered with a local film agency Oxenfree Film & Motion to create a cinematic tribute celebrating the 150th birthday of Dr. P. Phillips, highlighting his life, impact, and the enduring legacy of his philanthropy in downtown Orlando and Central Florida. Through historical footage and interviews showcased at a community event and projected onto city landmarks, the film deepened appreciation for Dr. Phillips' contributions to the region's development and cultural landscape.



## LEGENDS' NIGHT PRESENTED BY INTER&CO

### Project Team

Jarrold Dillon, Orlando City SC | Pedro Araujo, Orlando City SC | Kevin Coulthart, Orlando City SC | Kaio Phillipe, Inter&Co

To celebrate their 10th Major League Soccer season, Orlando City SC created "Legends' Terrace" at Inter&Co Stadium and honored their first captain and Brazilian icon, Kaká, as the inaugural inductee during a special Legends' Night in July 2024. The event, attended by thousands of fans and featuring a concert, recognized Kaká's significant and lasting impact on both the club and the city of Orlando since his arrival in 2014.



# HOSPITALITY & DINING

Sponsored by  
Visit Orlando

WINNER

**The Drake  
Kitchen + Bar**





# ALIEN TREATS

## Project Team

Jeremy Fradin | Chanda Napier

Located in the heart of downtown Orlando, this family-friendly, alien-themed milkshake bar brings a vibrant and welcoming atmosphere to the community. Alien Treats serves hand-crafted milkshakes, creamy soft-serve ice cream, and high-quality freeze-dried candy, offering unique and exciting flavors for all ages. Families can enjoy their free arcade area, featuring classic games, air hockey, and alien-themed table games, making it the perfect place to gather and have fun.



# I LOVE ORLANDO CAFÉ

## Project Team

Carlos Croes | Joseph Aintabi

I Love Orlando Café, located in the heart of downtown near Lake Eola Park, has transformed a former bar into a welcoming, family-friendly restaurant that celebrates the city's essence and cultural diversity. With an accessible menu and extended hours, the café serves as a gastronomic landmark, actively promoting local events and contributing to the revitalization and economic growth of downtown Orlando.





## PAPI SMASH'D BURGER

### Project Team

Scott Kotroba | Chris Hernandez | Matty Bullitt

Papi Smash'd Burger offers a unique Latin-inspired dining experience in downtown Orlando, serving elevated comfort food in a welcoming and lively atmosphere. By sourcing local ingredients for their menu and delicious smash-style burgers, this restaurant enhances the city's diverse dining scene and serves as a gathering place for both residents and tourists. In 2024, Papi Smash'd won Mastercard's Foodies and Fairways competition, earning a coveted concessions spot at the Arnold Palmer Invitational – bringing their signature flavors to thousands of golf fans and solidifying their place as a standout in the local culinary scene.



## QREATE COFFEE

### Project Team

Chantal Hu, Qreate Coffee | Onchantho Am, UCF | Joe Sarrubbo, Valencia College

Qreate Coffee has established itself as a cultural hub in downtown Orlando's Creative Village, fostering creativity and community by providing a space for collaboration and artistic expression. More than just a cafe, Qreate Coffee contributes significantly to the city's dynamic culinary and social scene through diverse events and partnerships strengthening the city's identity as a vibrant center for culture, creativity, and grassroots innovation.



## THE DRAKE KITCHEN + BAR

### Project Team

Heberto Segura | Rona Segura | Roger Owens | Theresa Owens

The Drake Kitchen + Bar offers a vibrant dining experience in the heart of downtown, featuring a globally influenced menu crafted with locally sourced ingredients. More than just a restaurant, The Drake Kitchen + Bar cultivates community by providing a welcoming space and actively participating in civic endeavors, enriching the downtown area's social and cultural landscape.

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# INNOVATION & TECHNOLOGY

Sponsored by  
UCF Downtown | Valencia College

WINNER

**UCF & Orlando Health's  
Epic Advantage**





## ADVENTHEALTH SPORTS MED & REHAB 3-D MOTION LAB

### Project Team

AdventHealth Sports Med & Rehab Team | Rothman Orthopaedics | Treadmetrix

The AdventHealth Sports Med & Rehab 3-D Motion Lab utilizes advanced markerless motion capture technology, similar to movie special effects, to create detailed skeletal animations of patient movement. This innovative system provides physical therapists and physicians with precise data for developing highly customized treatment and injury prevention plans, making elite-level sports medicine technology accessible to all Orlando residents.



## CLEAN & SAFE APP

### Project Team

City of Orlando, DDB/CRA | City of Orlando, Clean Team

The City of Orlando's new Clean & Safe app streamlines the reporting of non-emergency maintenance and public safety concerns in downtown, allowing users to quickly submit issues like graffiti and repairs. Since its launch in October 2024, the app has facilitated the resolution of all 654 submitted tickets, many within 15 minutes, contributing to a cleaner, safer, and more welcoming downtown for residents, workers, and visitors.





# ORLANDO HEALTH NEUROSCIENCE INSTITUTE

## Project Team

Matt Taylor, Orlando Health | Arnulfo Castillo, Orlando Health |  
John Walsh, Orlando Health | Noel Prior, Orlando Health |  
Denise Muth, Haskell

The Orlando Health Neuroscience Institute represents a significant advancement in regional healthcare infrastructure, centralizing diverse neurological specialties and services within its 45,000-square-foot facility. This state-of-the-art center integrates advanced technologies and tailored treatments for a wide range of neurological conditions. With cutting-edge imaging systems, specialized therapy equipment, and a focus on energy performance, the institute sets a new standard for modern medical infrastructure.



# UCF AND ORLANDO HEALTH'S EPIC ADVANTAGE

## Project Team

UCF School of Global Health Management and Informatics:  
Amanda Walden | Kendall Cortelyou | Michelle Crozier | Jill Harrington |  
Steven Ton

Orlando Health: Camden Flores | Rhonda Walmer | Kelly Goforth |  
Nathanial Ward, Timothy Frost

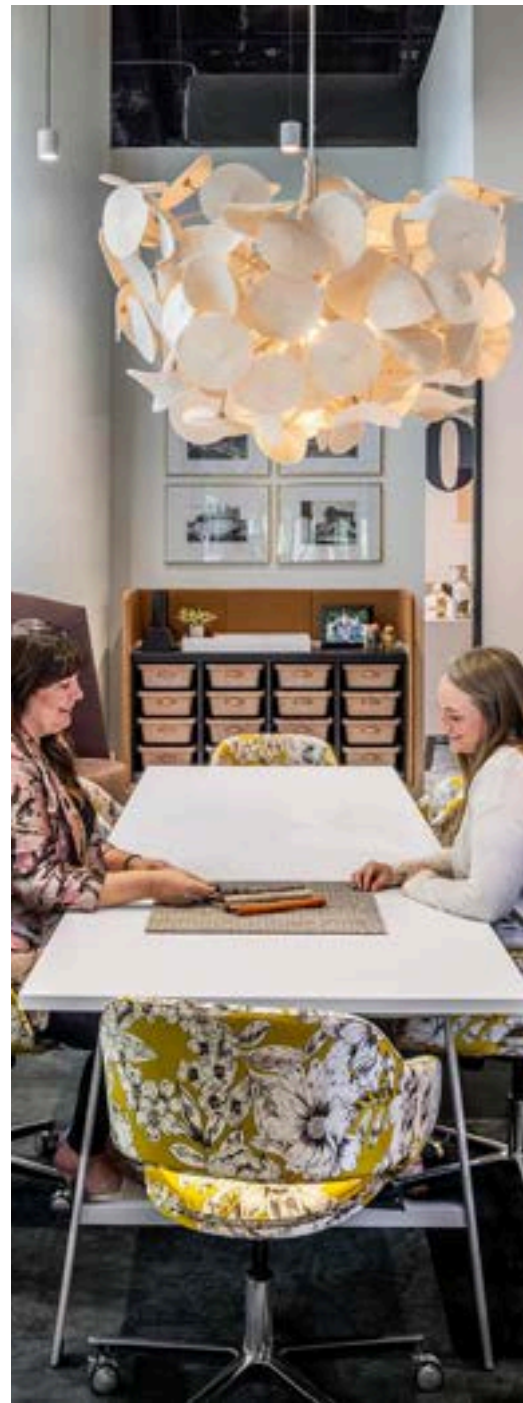
The UCF School of Global Health Management and Informatics (SGHMI) Epic Training Initiative, in partnership with Orlando Health, provides UCF Downtown students with practical experience on the electronic health record system used by healthcare providers. This collaboration establishes a direct talent pipeline, giving graduates an advantage and supplying Orlando Health with trained professionals, thereby strengthening downtown Orlando's healthcare sector and fostering a key university-industry partnership.

# NEW OFFICE DESIGN

Sponsored by e|spaces

WINNER

**CI Group**







# BAKERHOSTETLER

## Project Team

Raquel Hair, Little Diversified Architectural Consulting |  
Connor Hilliard, Turner Construction | Dave Ernst , Thorburn Associates

BakerHostetler's two-phase renovation of the law firm's office promotes an inclusive and inviting work environment, reflective of the company's culture. The redesigned space features standardized offices, flexible meeting areas, and improved accessibility, with design elements inspired by Orlando's natural landscape to foster an inclusive and welcoming atmosphere for both staff and clients.



# CI GROUP

## Project Team

Dino Ninassi, Dino and Associates | Angela Ditmore, Shaw Contract |  
Christina Jameson, OFS | Tony Hanson, Hanson Construction |  
Jenna Klein, Teknion | Bethany Saltzman, Little Diversified  
Architectural Consulting | Brandi Markiewicz, CI Group

CI Group's new downtown Orlando office and showroom features a thoughtful design that balances public engagement with distinct private workspaces for their commercial interiors business. This innovative space facilitates community connection through events and partnerships, while also serving as a functional and inspiring environment for their operations and employees.



# ONEDIGITAL

## Project Team

Stacy Ramos, OneDigital | Bruce Goin, OneDigital |  
Lori Pedonti Associates | Workscapes

OneDigital's newly redesigned office on Pine Street in downtown Orlando serves as a modern hub for team collaboration and a welcoming environment for community engagement. This reimagined workspace reflects their dedication to prioritizing well-being and fostering connections; from benefits and workforce strategies to wealth management and insurance, OneDigital brings everything together in one place and new space.



# PROLOGIS

## Project Team

Lori McMahan, Prologis | Highwoods | Baskervill | RMW |  
Hanson Construction

The recent office renovation at Prologis delivered a refreshed, modern workspace, featuring an expanded area with added entertainment to foster collaboration and team connection. This updated design not only enhances their internal culture and productivity but also provides a professional meeting hub for local organizations and businesses considering relocating to the Orlando area.



# PUBLIC WORKS & PLACEMAKING

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WINNER

## FORDify the Arts Courtyard





# ADVENTHEALTH INNOVATION TOWER ART INSTALLATION BY JEFRE

## Project Team

Sharon Line Clary, AdventHealth | Rob Deininger, AdventHealth |  
Kim Carr, AdventHealth | Tim Burrill, AdventHealth | JEFRE

JEFRE's AdventHealth Innovation Tower art installation creates a striking gateway to downtown Orlando, transitioning from serene white forms by day to a vibrant, message-filled light display at night. This monumental artwork symbolizes hope, healing, and Orlando's innovative spirit, reflecting the values of compassion and whole-person care in healthcare. The installation enhances Orlando's cultural landscape, fostering community resilience and attracting global attention through its unique and inspiring design.



## ARTCUBE™ GALLERY

## Project Team

Ryan Young, Interstruct Inc. | Pat Greene, Curator |  
Mariah Román, Art of Collab | Collab Studios |  
Lafayette Bradford, Art of Collab | Collab Studios

The ArtCube™, a shipping container micro-gallery in Parramore, showcases rotating installations by local Orlando artists, particularly those reflecting Parramore's historically Black community. This 24/7 public art initiative, part of Parramore Arts, activates the West Church Street Corridor and fosters community engagement, with opening receptions coinciding with downtown Orlando's Third Thursday events.





# FORDIFY THE ARTS COURTYARD

## Project Team

Dr. Paul Skomsky | Interstruct: Ryan Young, Carlo Hernandez, Nate Wallace, Metzli Barr, Ricardo Hernandez, Justen Robinett, Debra Willson, Shawn Gaynor | Matt Maher, Mojo Metalworks | Michael Hudak, Artist | Peterson Guerrier, Red Tape Orlando | Chris Jones, Red Tape Orlando

The FORDify the Arts Courtyard transformed an unused parking lot into a vibrant public space for arts and community events, honoring Ford Kiene through a collaborative effort involving the Downtown Arts District and Interstruct Design + Build. This urban infill project reuses salvaged materials from the former Church Street Ballroom to create a dynamic gathering place, preserving downtown Orlando's history while creating a new gathering place for arts, events, and civic engagement.



# ORANGE COUNTY LIBRARY SYSTEM: MEET YOU THERE

## Project Team

Orange County Library System Marketing and Public Relations Department

The Orange County Library System's 2024 "Meet You There" campaign focused on making library services easily accessible throughout downtown Orlando's diverse community, extending beyond physical branches to meet people where they live and gather. Through initiatives like the Book Bike and promotion of online resources and social workers, the campaign successfully increased library engagement, evidenced by a rise in both in-person visits and library card transactions at the Orlando Public Library.

# REDESIGN & RENOVATION

Sponsored by the Downtown  
Orlando Partnership's Board of  
Directors & Trustees

WINNER

## J Henry's Barber Shop







## CITRUS CLUB

### Project Team

Jeremy Parish, Citrus Club | Bethany Deac, Vice Collaborative | Mark Batia, Batia Construction

The Citrus Club, nestled on the 18th floor of the Citrus Center in downtown Orlando, completed a transformative renovation last year, underscoring its 54-year tradition of excellence and its steadfast commitment to the city's continued growth. Known for its panoramic skyline views, refined ambiance, and dynamic community of professionals and leaders, the Club serves as a premier destination for business, social, and philanthropic engagement.



## CROWNE PLAZA ORLANDO DOWNTOWN RENOVATION

### Project Team

Crowne Plaza Orlando Downtown: John Lyon | Kamini Viggiani | Jamie Cooper | Vyara Popova | Junior Ramirez | Miguel Soto | Joseph Natale | Roberto Baez

Vista Hospitality Management: Anil K. Verma | Ally Visram | Darin Miller

The Crowne Plaza Orlando Downtown completed a comprehensive multi-million-dollar renovation encompassing guest rooms, common areas, dining, event spaces, and the building's exterior. This transformation positions the hotel as a premier catering and event venue in downtown Orlando and now also offers extended stay suites tailored for local corporate clients.



## FOXTAIL MARKETPLACE & CAFÉ AT LEU GARDENS

### Project Team

Jennifer D'hollander, Harry P. Leu Gardens |  
Allen Johnson, Orlando Venues | Craig Borkon, Orlando Venues |  
Rosie Tchekmeian, Foxtail Coffee Co.

Harry P. Leu Gardens partnered with Foxtail Coffee Co. to transform its Visitor Center into a Foxtail Marketplace & Café, providing food, craft beverages, beer, wine, and Kelly's Homemade Ice cream for garden guests. This addition revitalized the outdated gift shop, creating a welcoming and convenient space that enhances the overall visitor experience at the 50-acre botanical oasis.



## J HENRY'S BARBER SHOP

### Project Team

J Henry's Barber Shop | City of Orlando's Community  
Redevelopment Agency | Parramore Main Street

J Henry's Barber Shop, a long-standing business in Parramore, received crucial financial assistance from the City of Orlando's CRA Façade Improvement Program to recover and renovate after a devastating fire. Since opening in the 90s, the shop has served as a community hub, contributing to Parramore's culture, economic vitality, and civic impact. After extensive renovations, J. Henry's Barber Shop reopened its doors in March 2024, marking a significant milestone in the community's revitalization efforts.





# LIFE: ORLANDO SCIENCE CENTER'S NATURE AND CONSERVATION EXHIBIT

## Project Team

JoAnn Newman, Orlando Science Center |

Nicholas Chapman, Orlando Science Center

In April 2024, the Orlando Science Center opened its largest exhibit to date, "Life," featuring an aviary and aquatic habitat to provide immersive wildlife experiences and emphasize our interconnectedness with nature. This state-of-the-art exhibit has boosted OSC's attendance beyond pre-pandemic levels and is positioning the center to become one of the few science centers in the U.S. accredited by both the Association of Zoos & Aquariums and the American Alliance of Museums, further establishing it as a leading cultural destination.



Chairman of the Board Caesar Lopez (Orlando City SC, Orlando Pride & Inter&Co Stadium) with Past Chair Sharon Line Clary (AdventHealth) and GO Sports President & CEO Jason Siegel

The Greater Orlando Sports Commission (GO Sports) is a community and privately funded non-profit whose mission is to attract and manage sports events, conferences, and activities that drive economic impact for the region and promote our destination. Officially incorporated in 1992, GO Sports is one of the country's largest regional sports commissions, serving the City of Orlando, Lake, Orange, Osceola, and Seminole counties and the 40+ venues within its Central Florida footprint. GO Sports has assembled a team of 12 executives with more than 180 years of combined industry experience, with Jason Siegel in his ninth year as President & CEO. In that time, GO Sports' Board of Directors has more than quadrupled in size as many of the public and private sector partners served by the Commission have taken leadership positions within the organization. In addition, GO Sports has grown its portfolio of regional corporate partners from 4 to more than 175. Under Siegel's leadership, GO Sports will have hosted more than 480 events, projected to have driven more than \$1.7 billion in economic impact by the end of 2023-24. The GO Sports team has secured, recently hosted, and is targeting new and returning marquee events, including the FIFA Club World Cup, U.S. Olympic Team Trials - Marathon, NCAA Division II National Championships Festival, NCAA March Madness, WrestleMania, Monster Jam World Finals, 2022 Special Olympics USA Games, multiple Division I/II/III NCAA championships, Olympic Qualifiers, World Cup qualifiers, major league all-star games, international friendly matches, youth/ amateur and esports events.

In March of 2024, the Sports Business Journal recognized Orlando as the #1 Best Sports Business City in the U.S. for attracting and hosting events.

GO Sports celebrates the achievements of leaders in the Greater Orlando sports community at three signature events: (1) The SPORTYS: Greater Orlando's Night of Champions presented by Orlando Health Jewett Orthopedic Institute, (2) Celebrating Women in Sports presented by Orlando Health Jewett Orthopedic Institute, and (3) the Central Florida Sports Hall of Fame.

GreaterOrlandoSports.com

# SPORTING EVENTS

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WINNER

## 2024 U.S. Olympic Team Trials - Marathon







# 2024 U.S. OLYMPIC TEAM TRIALS - MARATHON

## Project Team

Greater Orlando Sports Commission | City of Orlando |  
Orange County Government | Visit Orlando |  
Universal Destinations & Experiences | Orlando Health | Track Shack

In 2024, Orlando made history as the first Florida city to host the U.S. Olympic Team Trials for the marathon, drawing 350 elite athletes, over 100,000 spectators, and 1,500 volunteers to downtown. The event generated a \$13.6 million economic impact and over 10,000 room nights, while reaching a global audience of 1.33 billion and showcasing Orlando on an international stage. The U.S Olympic Marathon Team Trials solidified Orlando's reputation as a premier destination and positioned the city to attract future sporting events.



# CHEEZ-IT CITRUS BOWL

## Project Team

Florida Citrus Sports

In 2024, Orlando uniquely hosted two Cheez-It Citrus Bowls in one calendar year, drawing tens of thousands of visitors and millions of TV viewers as Tennessee faced Iowa on January 1 and Illinois battled South Carolina on December 31. These high-profile college football matchups, broadcast nationally to millions of viewers and generating 40,000 room nights each, showcased Orlando as a premier sports and entertainment destination continuing an 80-year tradition.



## HONOR THY HISTORY: A YEAR-LONG CELEBRATION OF ORLANDO CITY'S 10TH MAJOR LEAGUE SOCCER SEASON

### Project Team

Jarrood Dillon | Pedro Araujo | Mark Lowyns | Kevin Coulthart |  
Michelle Serowchak | Matt Stone | Aaron Cranford

In its 10th MLS season in 2024, Orlando City SC launched the "Honor Thy History" campaign, featuring a commemorative logo, special jersey, and events celebrating the team's decade milestone and its connection to Orlando's story. The club also unveiled "The Vault" at Inter&Co Stadium to showcase trophies and memorabilia, alongside the introduction of Legends' Terrace to permanently honor impactful figures.



## ORLANDO MAGIC 35TH ANNIVERSARY CELEBRATION - SHAQUILLE O'NEAL JERSEY RETIREMENT CEREMONY

### Project Team

AdventHealth, presenting partner of the Magic's 35th Anniversary season

As part of their 35th-anniversary celebration, the Orlando Magic retired Shaquille O'Neal's jersey in a ceremony at the Kia Center, drawing nearly 19,000 fans to downtown Orlando and generating national television exposure. The event honored O'Neal's significant impact on the franchise and the city, recalling his star power that drew massive crowds to downtown during his tenure.





# POP-TARTS BOWL

## Project Team

Florida Citrus Sports

The Pop-Tarts Bowl brought new excitement and engagement to downtown Orlando, turning a beloved college football tradition into an unforgettable, immersive experience. The college bowl game attracted record in-person attendance and millions of television viewers, who witnessed the now-viral tradition of the winning quarterback selecting a Pop-Tart mascot to be toasted, blending sports, entertainment, and brand innovation in a way never seen before.

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Center**







## 4ROOTS FARM CAMPUS EDUCATION CENTER

### Project Team

4Roots | Little Diversified Architectural Consulting | HJ High |  
KI Furniture Group | Dix.Hite | OUC - The Reliable One

The Education Center at 4Roots Farm Campus is the first building in the state of Florida to attain the energy Petal certification of the Living Building Challenge due to its regenerative design, negative carbon footprint, and fully recyclable materials. The self-sufficient building utilizes a solar canopy that provides the structure's electrical needs and a rainwater catchment system, allowing portable water usage to be reduced by 80%. 4Roots distributes fresh produce to those in need in downtown Orlando and offers educational field trips for local Orlando students.



## BLACK BOTTOM HOUSE OF PRAYER

### Project Team

Ryan Young, Interstruct | Carlo Hernandez, Interstruct | Metzli Barr,  
Interstruct | Nate Wallace, Interstruct | Ricardo Hernandez, Interstruct |  
Joe Horsch, Interstruct | Justen Robinett, Interstruct | Cam Moore,  
Interstruct | Debra Willson, Interstruct | Pastor Dana Jackson

The Black Bottom House of Prayer in Parramore, a landmark in Orlando's historic Black neighborhood since 1925, nearly didn't survive the structural damages brought on by Hurricane Ian. Initially marked for demolition, Interstruct Design + Build stepped in without charge to preserve the exterior and replace the collapsed roof, affirming the church's cultural significance and preserving a piece of Orlando's history for future generations.



# COLLABORATIVE FOR HOMELESSNESS ACTION, RESEARCH, AND TRANSFORMATION (CHART)

## Project Team

University of Central Florida | Andrew Sullivan, Center for Public and Nonprofit Management | Xi Huang, Center for Public and Nonprofit Management | Kyungmin Lee, Center for Public and Nonprofit Management | Eric Gray, Christian Service Center | Brian Postlewait, Homeless Services Network of Central Florida, Inc.

Based at UCF Downtown, CHART collaborates with local homeless service providers to apply evidence-based research and practices to address homelessness in the area. Through research, policy recommendations, and community engagement, CHART aims to improve the effectiveness and equity of services, while also evaluating the impact of local policies and fostering the development of future civil servants.



# RIDE DTO

## Project Team

City of Orlando's Community Redevelopment Agency | Circuit Transit, Inc

Launched in 2024, Ride DTO is transforming downtown Orlando's transportation with affordable, eco-friendly rides, enhancing accessibility for residents and visitors while reducing traffic congestion. This service has successfully provided thousands of rides with high customer satisfaction, creating a more connected and lively downtown by supporting local businesses and promoting sustainable transit.





# HONORABLE MENTIONS

**3rd Annual Day of H.O.P.E. & Mental Health Block Party**

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**AdventHealth Golden Gala 43**

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**Cover Story: Celebrating Watermark's 30 Years**

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**DTO Action Plan**

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**FCS, Cheez-It and CFP Foundation Go the Extra Yard for Local Schools**

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**Feast on the 50 presented by SouthState Bank**

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**Florida Sports Hall of Fame Enshrinement Ceremony**

**Friends of the Orange  
County Library System  
Bookstore Renovation**

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**Midnight on Magnolia, A  
Party in the Arts District**

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**OCPS Orange Technical  
College Comprehensive  
Renovation**

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**OUC Orlando Half  
Marathon**

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**Sampaguita in  
"Somebody Feed Phil"**

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**The Citrus Kit presented  
by Orlando Health**

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**The Desire  
Foundation Inc**

HONORABLE MENTIONS





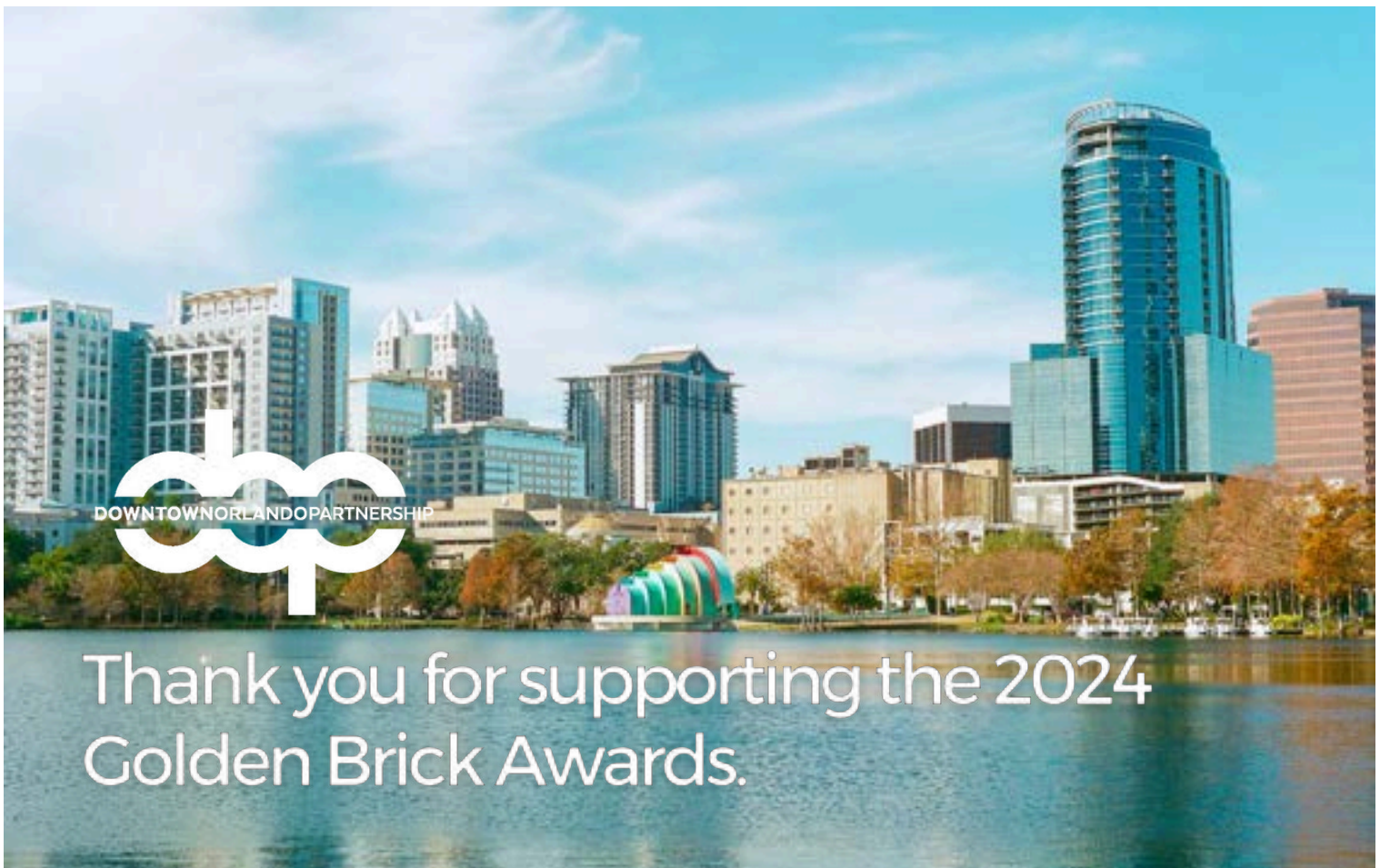
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OUC – The *Reliable One* is accelerating innovation in Orlando through collaboration and creativity. From 20+ universal high-speed EV chargers in the heart of downtown at the Robinson Recharge Mobility Hub, to empowering young minds with STEM-inspired reads on OCLS's Book Bike, to Earth Month volunteer projects, OUC continues to be the partner of choice in our community.

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