

GOLDEN BRICK AWARDS

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CHEERS TO YOU, DOWNTOWN ORLANDO!



The Downtown Orlando Partnership is thrilled to recognize the individuals and projects that made 2023 an incredible year for downtown Orlando. A heartfelt thank you goes to everyone who contributed to downtown's growth, energy, and success. Your dedication is truly inspiring!

Huge congratulations to Jason Siegel, the 2023 Downtowner of the Year! Jason's unwavering commitment to both downtown Orlando and sports in Greater Orlando makes him a welldeserved recipient of this prestigious award.

Join us in celebrating downtown Orlando!

Orlando's History Lives on in DOP's 2023 Golden Brick Awards

The iconic Church Street Station Ballroom, a staple for countless Orlando events since 1994, may be gone, but its legacy lives on. Before demolition in 2023, the building was meticulously deconstructed, with many treasures finding new life. The Downtown Orlando Partnership is proud to be part of this story.

This year's 2023 Golden Brick Awards incorporate a special piece of Church Street Station's history – a plate from the ballroom's collection. Each award features a unique and beautiful piece of china adorned with the "CSS" monogram, reflecting the individuality and excellence of our 2023 DOP Golden Brick Award recipients.

OUR DOCTORS PIONEER WHAT OTHERS PRACTICE.

Our proudest achievements are made possible by our caregivers and physicians working together for the betterment of our patients and the future of medicine. With innovation and compassion, AdventHealth moves health care forward, delivering advanced clinical care with a focus on whole-person healing. It's the quality and expertise of our team that has earned us recognition as the #1 hospital in Central Florida by U.S. News & World Report.





Arts & Culture

Sponsored by United Arts of Central Florida

- Applause Awards
- Fringe ArtSpace Opening Year
- Orlando Pride Highway Women Kit
- reThink Your Commute's Retro Look Campaign
 "Surprise & Delight" Front Gates of the Ford-ify the Arts
- Courtyard at CityArts

Commercial Development

Sponsored by Dean Mead

- Incentivizing Businesses: Establishing DTO as a Vibrant
 Destination
- Lake Highland Preparatory School Porter Family Center for Innovation & Academics
- Orlando Health Jewett Orthopedic Institute

Community

Sponsored by Schenkel Shultz

- AdventHealth for Children Pediatric Mental Health Program
 & Be a Mindleader Campaign
- Downtown Orlando Ambassador Services
- Project 814
- The Healing Oasis for Peace & Empowerment Circle Presents: "Forever 13" - Celebration of Life 2nd Annual day of H.O.P.E.
- West Lakes Partnership

Diversity, Equity, & Diversity

Sponsored by JP Morgan Chase

- AdventHealth for Children Lifespan Down Syndrome Program
- Events With Jonathan™
- From Every Walk of Life: Empowering Unique Voices
- Holocaust Center's White Rose Tribute Event
- Parramore Arts
- Parramore Educational Ecosystem Engagement Plan

Entertainment & Special Events

Sponsored by Laconic Digital

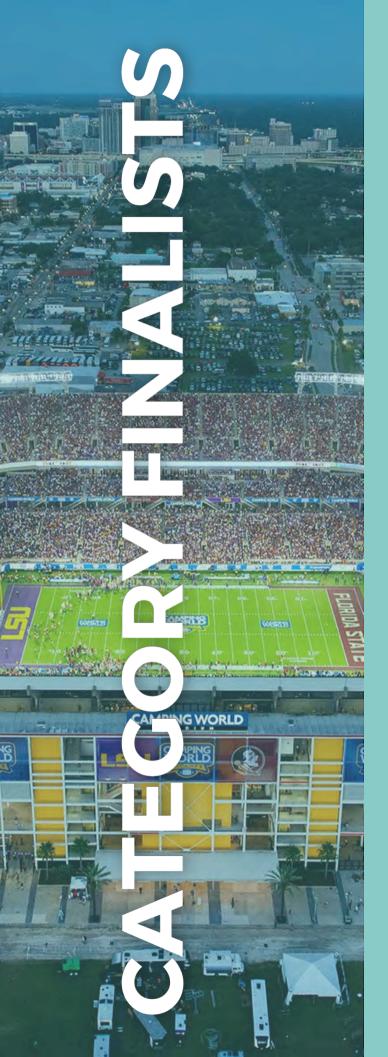
- 2023 Barbecue in the Park Presented by VyStar Credit Union
- Downtown for the Holidays: Increasing Community Engagement
 During the Holiday Season
- Happy Frights & Haunting Nights Presented by Massey Services, Inc.
- Karol G at Camping World Stadium
- The Nutcracker

Hospitality

Sponsored by Visit Orlando

- Blind Kitchen Orlando
- It's a-Bao Time!
- "Orlando Made" at Inter&Co Stadium
- Primrose Lanes
- Valencia College School of Culinary Arts & Hospitality "Grand Buffet - Grand Patisserie"





Innovation & Technology

Sponsored by Innovate Orlando

- Lake Highland Preparatory School Porter Family Center for Innovation & Academics
- MetaCenter Global Week
- Orlando Health Jewett Orthopedic Institute
- Robinson ReCharge Mobility Hub

Public Works

Sponsored by PRISMATIC

- Achromatic Aria Fresco An Ode to Harmony
- An Ode to Third Places: New Directions in Open Space Planning, Public Art, and Community Partnerships
- OUC & OCLS Book Bike: Knowledge is Power
- Visit Orlando & Orlando Economic Partnership Unveil "Unbelievably Real" Mural for #407DAY

Redesign & Renovation

Sponsored by e|spaces

- 500 N. Orange Avenue
- Altira Pool + Lounge
- Primrose Lanes
- Sunrise Bank

Sporting Events

Sponsored by Balfour Beatty

- Camping World Kickoff
- Downtown Orlando Field Day
- NCAA Division I Men's Basketball Championship (First and Second Round Games)
- Florida Blue Florida Classic Week

Sustainability & Resiliency

Sponsored by 11th Hour

- OUC, Orlando City Soccer, and Orlando Pride Earth Month Volunteer Project
- Robinson ReCharge Mobility Hub
- "Surprise & Delight" Front Gates of the Ford-ify the Arts Courtyard at CityArts

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ORANGE COUNTY LIBRARY SYSTEM 100 YEAR CELEBRATION

The Orange County Library System celebrated its 100th birthday in 2023 with a year-long series of special events and marketing initiatives that highlighted the past, present, and future of the library. At the campaign's kickoff event, the Sorosis of Orlando Woman's Club presented the library with a donation of \$100,000 to help reintroduce mobile services. Events like author talks, storytimes, and exhibits, highlighted the library's history and modern offerings throughout the year. The celebration proved successful, attracting new library card signups and a significant increase in library users.

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OUC100 CAMPAIGN

For 100 years, Orlando Utilities Commission (OUC) has provided safe, dependable, affordable electric and water service to Central Florida. To commemorate this important company milestone, OUC launched a year-long campaign highlighting its contributions to our city's growth. The celebration kicked off with a ceremony at City Hall and various events were hosted throughout the year, including a Legacy Luncheon, the debut of a book bike in partnership with the Orange County Library, and a free Family Admission Day at the history center. A special website, OUC100.com, was created to share the company's long standing role in Orlando's economic and historic development and celebrate OUC's remarkable journey over the past century.



Eat, drink and discover new music at Dr. Phillips Center's newest and most intimate music room featuring jazz, blues, country and more.

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JUDSON'S LIVE SEASON SUPPORTED BY JOYCE T. GREEN & FAMILY CHUCK & MARGERY PABST STEINMETZ FRANCES & PETER WELDON

2024 SEASON SUPPORTED BY KISSIMME



JASON SIEGEL

PRESIDENT & CEO, GREATER ORLANDO SPORTS COMMISSION

Jason Siegel, a proven champion for Greater Orlando, has tirelessly promoted downtown Orlando as a premiere sports destination. He can be attributed for bringing countless events to the city including NCAA March Madness, the Special Olympics USA Games, and securing the bid for the U.S. Olympic Marathon Trials. Jason's support of downtown has boosted the local economy, generating millions in revenue for its hotels, restaurants, and attractions.

Known as a highly creative relationship builder and business development executive, Jason has enjoyed more than 30 years of success and accomplishments in sports tourism, major and minor league professional sports, as well as intercollegiate athletics. He is currently in his eighth year as President & Chief Executive Officer of the Greater Orlando Sports Commission after serving as managing partner and co-owner of the Orlando Solar Bears through 2016. Thank you for all of your advocacy for downtown Orlando, Jason Siegel!

GAME CHANGER S



JERRY SATTERFIELD

In his position as Church Street Station's SunRail Ambassador for nearly five years, Jerry Satterfield has become known to Sunrail riders as the "Unofficial Mayor of Downtown Orlando". Jerry is an ambassador in every sense of the word, priding himself on bringing a smile to passengers and Downtown Orlando each day. As a Sunrail Ambassador, Jerry's role is to give guidance to Sunrail riders in purchasing tickets, onboarding the train, and getting them safely to their destinations. However, Jerry constantly goes above and beyond for everyone that sets foot on Church Street Station's platform. From providing detailed directions, suggesting downtown dining or coffee options, or graciously offering his umbrella on rainy days, Jerry shares kindness with everyone he meets. His exceptional service as a SunRail Ambassador and genuine care make Jerry Satterfield a true game changer.

ARTS & CULTURE

Sponsored by United Arts of Central Florida

WINNER

Orlando Pride Highway Women Kit













APPLAUSE AWARDS

Project Team: Elizabeth Morse Genius Foundation | Florida Department of State Division of Arts & Culture | Isermann Family Foundation | Publix Supermarket Charities | Chesley G. Magruder Foundation | Florida Theatrical Association | Walmart Store #5106 | Candy & Tony Alvarez | Ernest Hardy | AdventHealth | Chick-fil-A Greater Orlando Area | OUC - The Reliable One

Entering its 10th year at the Dr. Phillips Center, the Applause Awards celebrates top local talent in musical theater. The Applause Awards program reaches 33 high schools across eight counties, including a vast range of socio-economic households throughout Central and North Florida. Five previous Applause Awards winners have been cast in Broadway productions, and to date, over \$150,000 has been awarded in scholarships to fund other youth programming that allows the Dr. Phillips Center to continue the vision of expanding educational arts opportunities throughout the Orlando community.

FRINGE ARTSPACE OPENING YEAR

Project Team: Melissa "Fritz" Fritzinger | Desriee Montes | Genevieve Bernard | Jennifer Thibodeau | Emma Parker Webber | Scott Galbraith | Alauna Frickics | Downtown Development Board

Fringe ArtSpace opened in January 2023 in downtown Orlando with a grand opening bash where the community experienced a presentation of shows from diverse, local, and international artists. Over the course of 2023, Fringe ArtSpace was able to serve over 1,200 artists, welcome over 14,000 patrons, and produce more than 100 shows. ArtSpace focuses on supporting local emerging artistic groups and nomadic touring artists while providing high-quality arts and entertainment to the community for free or at intentionally accessible pricing.



RETHINKYOURCOMMUTE.COM

ORLANDO PRIDE HIGHWAY WOMEN KIT

Project Team: Orlando Health | Dr. Wanda Renee Mills | Matt Stone | Mark Thor | Mark Lowyns | Pedro Araujo | Michelle Serowchak

The Orlando Pride introduced the Highway Woman Kit, the Club's 2023 primary jersey, influenced by and paying tribute to one of Florida's iconic female trailblazers: Mary Ann Carroll. The kit, presented by Orlando Health, was designed in collaboration with the estate of Carroll, a legendary Black artist and the only woman of the iconic Highwaymen painters. The Orlando Pride kit was unveiled in Parramore at the "Queen of the Road" event, which showcased Carroll's art and items from her personal collection. The event allowed Carroll's work to be showcased in a gallery – something that was not afforded to her or the rest of the Highwaymen during their early day.

RETHINK YOUR COMMUTE'S RETRO LOOK CAMPAIGN

Project Team: Jo Santiago, Florida Department of Transportation | Brendan Guess, VHB, reThink Your Commute | Ludi Lelis, Global-5, reThink Your Commute | Kelly Williams-Cramer, Artist

The reThink Your Commute program, managed by the Florida Department of Transportation's District 5, encourages commuters to explore alternative transportation through a unique "Retro Look" campaign. This campaign features posters by Orlando artist Kelly Williams-Cramer. The posters combine classic Florida landscapes with people using bikes, buses, and other transportation alternatives. These eye-catching visuals aim to inspire a shift towards more sustainable commuting habits, reducing traffic and saving commuters money.



"SURPRISE & DELIGHT" FRONT GATES OF THE FORD-IFY THE ARTS COURTYARD AT CITYARTS

Project Team: Barbara Hartley, Downtown Arts District | Dr. Paul Skomsky, Downtown Arts District | Ryan Young, Interstruct | Matt Maher, Mojo Metalworks | David Barilla, City of Orlando, DDB/CRA | Marcia Hope Goodwin, City of Orlando | Terry Olson, Orange County Government Arts and Cultural Affairs

The "Surprise & Delight" Front Gates serve as the "welcome sign" to the soon-to-be-completed Courtyard at CityArts. The famous phrase inscribed on the gates, "Surprise & Delight", was often spoken by late Orlando businessman and philanthropist, Ford Kiene, who would use the expression when donating to an organization or uplifting someone. The choice to feature his words directly supports the connection of the courtyard to the Rogers Kiene Building which Ford Kiene purchased, restored, and donated to the City of Orlando.



COMMERCIAL DEVELOPMENT

Sponsored by Dean Mead

WINNER

Orlando Health Jewett Orthopedic Institute











INCENTIVIZING BUSINESSES: ESTABLISHING DTO AS A VIBRANT DESTINATION

Project Team: Orlando CRA | Orlando CRA Advisory Board | Michael Whiteman, City of Orlando, DDB/CRA

Downtown Orlando got a facelift in 2023 with a refresh of the Downtown Commercial and Residential Building Improvement Program. This revamped program, now known as DTO Façade, acknowledges rising construction costs by offering increased support to property owners through financial incentives. But the upgrades go beyond aesthetics. New DTO Retail and Restaurant Programs were created to specifically target business growth. These programs aim to fill vacant spaces, particularly with restaurants, fostering a vibrant and diverse downtown experience.

LAKE HIGHLAND PREPARATORY SCHOOL PORTER FAMILY CENTER FOR INNOVATION & ACADEMICS

Project Team: Schenkel Shultz | Lake Highland Administration | Balfour Beatty | Eric Horner Interiors

Lake Highland Preparatory School has been an educational cornerstone and a permanent fixture in the downtown Orlando skyline since 1970. The Porter Family Center for Innovation and Academics replaces two existing buildings and sits in the heart of the school's campus. This exceptional 71,000 square foot facility offers transformative spaces for students to learn, collaborate, problem-solve, and create. The building includes a new library, Innovation and Mathematics Institutes, and a Center for Literary Arts.



ORLANDO HEALTH JEWETT ORTHOPEDIC INSTITUTE

Project Team: Arnulfo Castillo, Orlando Health | Damon Collins, Orlando Health | Carlos Carrasco, Orlando Health | April Ernst, Orlando Health | Cristina Stover, Hammes | Mandy Weitknecht, Skanska | Veronique Pryor, Pagethink

Located at the corner of Columbia St. and Lucerne Terrace in Orlando, the Orlando Health Jewett Orthopedic Institute is a 375,000-square-foot, seven-story addition to Orlando Health's Downtown Complex. The new institute includes 75 inpatient rooms with smart-room technology, advanced operating rooms with virtually connected suites for training and collaboration, a high-tech research and education center, and a 116-seat auditorium. As the only facility of its kind to feature an orthopedic specialty hospital and outpatient care center, this institute provides every aspect of elective orthopedic care and world class physician training tools under one roof.

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COMMUNITY

Sponsored by Schenkel Shultz

WINNER Project 814







be a mindleader

ADVENTHEALTH FOR CHILDREN PEDIATRIC MENTAL HEALTH PROGRAM & BE A MINDLEADER CAMPAIGN

Project Team: AdventHealth for Children Team | Dr. Phillips Charities | Heart of Florida United Way

AdventHealth for Children launched a first-of-its-kind comprehensive pediatric and adolescent mental health initiative to increase early diagnosis and intervention, reduce emergency room visits and hospitalizations, and help Central Florida families navigate the complex mental and behavioral health care system. Additionally, AdventHealth for Children launched the "Be a Mindleader" campaign, aimed to destigmatize mental health and offer resources to parents, caregivers, and educators. The initiative has seen significant success. In 2023 alone, they helped over 1,000 children and their campaign garnered millions of impressions.

DOWNTOWN ORLANDO AMBASSADOR SERVICES

Project Team: Ryan Leneweaver, Allied Universal | Jonathan Cabrera, Allied Universal | Hareton Tejada, Allied Universal | James Eason, Allied Universal | Sherry Gutch, City of Orlando | Mercedes Blanca, City of Orlando | Samantha Levine, City of Orlando | Rose Vignetti Garlick, City of Orlando

Launched with Allied Universal in March 2023, Downtown Orlando's Ambassador Program aims to ensure a positive downtown experience by providing enhanced hospitality and security functions. The Ambassadors are on hand to relay important information to residents and visitors, listen and report community related concerns, and conduct public surveys. They are also specially trained to engage with unhoused individuals to promote available services. The Ambassadors serve a vital role in the city's efforts to make DTO a more welcoming and inclusive space for all.





PROJECT 814

Project Team: The Desire Foundation, Inc. | Interstruct, Inc. | 4 Roots Campus | Whole Life Church | Second Harvest Food Bank | ABC Fine Wine & Spirits | Snap Orlando | Valencia College Culinary Program

Project 814 emerges as a beacon of hope in Parramore, confronting the critical issue of food insecurity in one of Orlando's food deserts. Led by the Desire Foundation, Interstruct, and over 400 volunteers, this project provides 15,000 pounds of free groceries and fresh produce to over 1,400 residents each month. The program also offers vital services by helping to secure government ID's and providing job training.

THE HEALING OASIS FOR PEACE & EMPOWERMENT (H.O.P.E.) CIRCLE PRESENTS: "FOREVER 13" - CELEBRATION OF LIFE & 2ND ANNUAL DAY OF H.O.P.E.

Project Team: L. Trenton S. Marsh, UCF | Liliana Belkin, University of Roehampton | Itunu Ilesanmi, University of Northern Iowa | Misha Zaidi, Ed.D., Houghton Mifflin Harcourt | Ashley Morris, MSW, Holo Wellness | Tasha Banks-Robinson, Boys & Girls Clubs of Central Florida | Shamel Atkins, Boys & Girls Clubs of Central Florida | Parramore Youth of Levy-Hughes Clubhouse

More than 68% of youth in Florida have experienced or have been exposed to some form of Adverse Childhood Experience. which can include violence, neglect, abuse, or the loss of a loved one. In response to the murder Damionna Reed, a 13-year-old who was an active member of the downtown-Orlando based Boys & Girls Club, the Healing Oasis for Peace and Empowerment (H.O.P.E.) Circle hosted, "Forever 13" - Celebration of Life & 2nd Annual Day of H.O.P.E. This public forum brought nearly 200 youth and their families to engage in community coping, transformation, and a day of hope.



WEST LAKES PARTNERSHIP

Project Team: Timothy Ayers | West Lakes Partnership

West Lakes Partnership's "Reclaiming the Dream Housing Rehab Program" acquires and converts vacant housing to vibrant, energy efficient homes to help combat affordable housing challenges in the community. These homes significantly impact the overall wellbeing of the community and preserve its historic legacy by retaining neighborhood families, many of whom have lived in these neighborhoods since the 1950s. This program elevates the attractiveness of the neighborhood while stimulating the local economy as families living in affordable housing have more discretionary income to spend on food, clothing, and other goods.



DIVERSITY, EQUITY & INCLUSION

Sponsored by JP Morgan Chase & Co.

WINNER

Parramore Educational Ecosystem Engagement Plan











ADVENTHEALTH FOR CHILDREN LIFESPAN DOWN SYNDROME PROGRAM

Project Team: AdventHealth for Children Team | Tremonti Family | Down Syndrome Association of Central Florida | National Down Syndrome Society

The AdventHealth for Children Lifespan Down Syndrome Program serves as a medical homebase for pediatric and adult patients and their families, offering a continuum of primary and specialty care tailored to each patient's unique needs. The SMILE with Stella Tremonti Down Syndrome Clinic program provides connection to expert care in areas such as speech, occupational and physical therapy, nutrition, and exercise physiology. As the sole provider of such services in the region, the AdventHealth for Children Lifespan Down Syndrome Program stands to significantly impact and improve the health and wellbeing of the Down Syndrome community.

EVENTS WITH JONATHAN™

Project Team: Jason Eichenholz, Jonathan's Landing | Al Emerick, Jonathan's Landing | Keeley Ehrenreich, Jonathan's Landing | Amanda Glaeser, Jonathan's Landing | Michelle DeVos, Jonathan's Landing | Rachel Cohen, Orlando Magic | Stephen Arominski, Levy Restaurants

"Events With Jonathan"™ supports organizations across Central Florida that serve both children and adults with a range of physical and hidden disabilities. These individuals and their families often miss out on sporting and entertainment events because the lights, crowds, noise, and basic access can create multiple barriers to entry. "Events With Jonathan" partners with local businesses to secure suites for Orlando Magic and Solar Bears games at the KIA Center. These suites are then offered free of charge to local organizations that serve individuals with disabilities to enjoy a sporting event that might otherwise be inaccessible due to sensory overload or logistical challenges.

FROM EVERY WALK OF LIFE: EMPOWERING UNIQUE VOICES

Project Team: Christine Hicks, The Narrators | Kaileigh Anne Tayek, The Narrators | Sara Breitfelder | William Tayek, UpBeat! | Caroline Del Rey, UpBeat! | Terrance Hunter, CFCArts | Justin Muchoney, CFCArts | Sara Myers, CFCArts

Central Florida Community Arts offers two unique arts programs, UpBeat! and Narrators, with the mission to break down barriers and challenge perceptions about who can be a performer. "UpBeat!" empowers exceptional learners and neurodivergent individuals to showcase their talents in singing, acting, dancing, and playing instruments. "Narrators" is a platform for older adults to engage in theater. Both programs celebrate the unique abilities of their participants and promote inclusivity and accessibility in the arts.

HOLOCAUST CENTER'S WHITE ROSE TRIBUTE EVENT

Project Team: WRTE Committee Members | Arthur's Catering | The Launch Group | Quantum Leap Winery | Paula Wyatt, Poshable Events | Jaquay Pearce, Violinist | Yamilet Trujillo, Cellist

The Holocaust Memorial Resource and Education Center annually hosts the White Rose Tribute Event to honor local heroes who promote inclusivity. This event recognizes individuals who actively fight for a more respectful and empathetic society. At the Orlando Science Center in 2023, the Holocaust Center proudly honored Florida Blue and Central Florida Market President, Tony Jenkins, for their dedicated support of the Upstanders program in area middle schools and their mission for helping communities achieve better health.





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PARRAMORE ARTS

Project Team: Ryan Young, Interstruct Inc. | Pat Greene, City of Orlando | Mariah Román, Collab Studios | Lafayette Bradford, Collab Studios

Parramore Arts, a gallery without walls, showcases free public art installations as a 24/7 active-use experience on the West Church Corridor. Programming includes the "Love Seeks Unity" augmented reality, commissioned as part of the City Unseen Art project by Snap! Orlando, and multi-media installations in the ArtCube Gallery—a shipping container turned public art space. Parramore Arts is offered entirely free to the community, underwritten by Interstruct Design + Build, who made this project to ensure that art is accessible to all.

PARRAMORE EDUCATIONAL ECOSYSTEM ENGAGEMENT PLAN

Project Team: Mindy Mozena | Dr. DeShawn Chapman | Elizabeth Grace | Jania Fuller | Natasha Pender

The Parramore Educational Ecosystem Engagement Plan, as supported by the Parramore Community Engagement Council (PCEC), was designed to educate, engage, and excite students and build a strong foundation for future college dreams in Orlando's Parramore area. Through activities like "Days on Campus" and custom coloring books, the program annually exposes over 600 students in VPK to 8th grade to the college environment. This collaboration between the PCEC and the major educational institutions in the area highlights the strong commitment to increasing access to education and creating a "cradle to career" pipeline for students in Orlando.

ENTERTAINMENT & SPECIAL EVENTS

Sponsored by Laconic Digital

WINNER

Downtown for the Holidays: Increasing Community Engagement During the Holiday Season













2023 BARBECUE IN THE PARK, PRESENTED BY VYSTAR CREDIT UNION

Project Team: VyStar Credit Union | OUC - The Reliable One | City Beverages Orlando | Coca-Cola Beverages Florida | JJ's Waste & Recycling | Director Level Sponsors | Orlando Economic Partnership Staff & Board | Food Service Providers | Event Services Providers

The Orlando Economic Partnership's BBQ in the Park fuels regional leadership by annually bringing together local elected officials, businesses, and community leaders for a premier networking event. In 2023, BBQ in the Park relocated to the newly completed 2.3 acre Luminary Green Park in Creative Village. This event also showcases local businesses, generating nearly \$200,000 in economic impact.

DOWNTOWN FOR THE HOLIDAYS: INCREASING COMMUNITY ENGAGEMENT DURING THE HOLIDAY SEASON

Project Team: City of Orlando, DDB/CRA | City of Orlando, Families,Parks and Recreation | Red Top Productions

Downtown for the Holidays transformed Lake Eola Park into a winter wonderland, boosting holiday cheer and community engagement. Free events, illuminated installations, a local Merry Market, and even a Floridian snow drew crowds, making Lake Eola Park the 4th most visited place in the "public park/recreation landmark" category during December 2023 according to Placer.ai. The star attraction, the Holiday Drone Show, mesmerized over 20,000 attendees with its synchronized light display.





HAPPY FRIGHTS & HAUNTING NIGHTS PRESENTED BY MASSEY SERVICES INC.

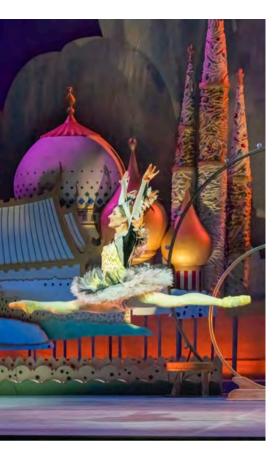
Project Team: Cole NeSmith, Creative City Project | Melyssa Marshall, Creative City Project | Paul Bryan, Memoir Agency | Nick Sambrato, Memoir Agency | Ra Pinete, Memoir Agency | Josh Page, Memoir Agency | Mariah Lynn Roberts, Memoir Agency | Wade Miller, Memoir Agency | George Keil, Memoir Agency | Andrea Massey-Farrell, Massey Services, Inc. | Casey Hall, Orlando Health

Happy Frights and Haunting Nights transformed Harry P. Leu Gardens into a Halloween wonderland. The event offered two distinct experiences: Happy Frights: a family-friendly trick-or-treat adventure perfect for all ages, and Haunting Nights: an elevated Halloween event geared towards a slightly older audience complete with a few heart-pounding surprises. Both options proved to be immensely popular, drawing over 43,000 attendees and generating remarkable amounts of social media buzz.

KAROL G AT CAMPING WORLD STADIUM

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

Colombian superstar Karol G embarked on her first ever stadium tour and played to a capacity crowd of over 45,000 screaming fans at Orlando's Camping World Stadium. Major stadium concerts like Karol G draw fans from well beyond Central Florida and deliver a huge local economic impact through increased spending on hotels, restaurants, and attractions by visiting fans.



Orlando

Credit Union #investinginU

THE NUTCRACKER

Project Team: Jorden Morris | Lisa Thorn Morris | Heath Gill | Amayia Burrell | Natasha Glos | Anamarie McGinn | Kim Marsh | Robert Perdziola | Caitlin Rain | Joseph R. Walls | Matt Taylor | Foy | Bay Productions & Arts Tech Center | Show Doctors LLC | Vitalii Buza | Orlando Health

The creative vision for Orlando Ballet's The Nutcracker infused fresh, modern elements while at the same time preserving the integrity of the spirit, characters, and setting of the original 1892 classic. This Broadway-caliber production, with opulent sets, stunning costumes, and magical staging effects became the highest grossing and attended production in Orlando Ballet's 50-year history, bringing in \$1.9 million in ticket sales and more than 25,000 attendees.



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CREDIT CARD**

HOSPITALITY & DINING

Sponsored by Visit Orlando

WINNER "Orlando Made" at INTER&Co Stadium



O + M R D E









BLIND KITCHEN ORLANDO

Project Team: Oxenfree Film & Motion | Very Local

Downtown Orlando-based creative video agency, Oxenfree Film & Motion, worked with streaming network Very Local to produce Blind Kitchen Orlando: an eight episode food competition show featuring top local chefs. The series highlighted Orlando's diverse culinary scene, showcasing chefs from various districts including Thornton Park, Parramore, and Mills 50. Blind Kitchen Orlando aired on WESH Channel 2 and streams for free on the Very Local app, reaching both local residents and national viewers, putting Orlando's food scene on the map.

IT'S A-BAO TIME!

Project Team: Orlando CRA | Orlando CRA Advisory Board | Michael Whiteman, City of Orlando | The Bao Spot

Joining the local culinary scene in December 2023, the Bao Spot is a new Asian-inspired restaurant featuring delicious bao buns. This quick-service eatery, located on West Church Street received funding through the Downtown Orlando Restaurant Program to help with renovations and rent, solidifying the city's commitment to small businesses. Restaurants such as The Bao Spot are vital for downtown Orlando's growth and diversification, adding to its vibrant culinary scene and attracting residents and visitors alike.





"ORLANDO MADE" AT INTER&CO STADIUM

Project Team: Jarrod Dillon | Erik Hassy | Mathew Stephen | Pedro Araujo

Inter&Co Stadium (formerly Exploria Stadium) set out to reimagine its food and beverage offerings by leaning into local, authentic Orlando food options, resulting in the launch of, "Orlando Made". Featuring fan-favorite Orlando restaurants, concourse concession stands were completely transformed and rotating food carts were introduced to offer even more variety. With over 20 "Orlando Made" vendors now available at Inter&Co Stadium, fans can experience the best of Orlando's culinary scene all under one roof.

PRIMROSE LANES

Project Team: Team Market Group | Daniel Mawardi | Keith Mawardi | Romi Mawardi | Chef Jason Campbell | Chef Nick Grecco | Keizah Aponte | Edgar Silva

Craving a unique dining and entertainment experience in downtown Orlando? Look no further than Primrose Lanes! The freshly renovated Primrose Lanes, located in the Milk District, blends historic charm with modern amenities. The addition of the restaurant and bar offers delicious, chef-driven food and refreshing drinks expanding the business's appeal beyond just bowling enthusiasts.



VALENCIA COLLEGE SCHOOL OF CULINARY ARTS & HOSPITALITY "GRAND BUFFET - GRAND PATISSERIE"

Project Team: Alex Erdemann, Valencia College

Valencia College's Grand Buffet-Grand Patisserie is a delicious fundraiser showcasing the talents of its culinary and pastry students. Guests enjoy a feast of exquisite creations prepared by these soon-tobe graduates and allows students to gain valuable catering and networking experience, preparing them for successful careers. With a 100% job placement rate, Valencia's School of Culinary Arts & Hospitality located in Creative Village, plays a key role in Orlando's robust hospitality industry.

INNOVATOR. RELIABLE PARTNER. CATALYST FOR CHANGE.

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.

To learn more visit **OUC.com**.



INNOVATION & TECHNOLOGY

Sponsored by Innovate Orlando

WINNER

Lake Highland Preparatory School Porter Family Center for Innovation & Academics











Meta

LAKE HIGHLAND PREPARATORY SCHOOL PORTER FAMILY CENTER FOR INNOVATION & ACADEMICS

Project Team: Schenkel Shultz | Lake Highland Administration | Balfour Beatty | Eric Horner Interiors

The LHPS Porter Family Center for Innovation and Academics is equipping the next generation of students with access to modern tools and professional resources in STEM education. Serving as a springboard for experimentation, idea-sharing and collaboration, this transformational new building features cutting-edge technology. The Innovation Institute is a progressive hub that centralizes interdisciplinary teaching with high-tech learning studios for computer science, robotics, engineering, and more.

METACENTER GLOBAL WEEK

Project Team: David Adelson, Innovate Orlando | Ashley McMullan, Innovate Orlando | Charlie Lewis, Waterfall Ventures | Michael Bowles, Waterfall Ventures | Tommy Bonner, Waterfall Ventures | Synapse | Immerse Global Summit

MetaCenter Global Week 2023 was a global conference that aimed to foster innovation, collaboration, and community engagement on an international scale. This week-long event brought together leading experts, entrepreneurs, global brands, and policymakers to explore cutting-edge technologies, sustainable practices, and inclusive solutions for worldwide challenges. MetaCenter Global Week provided a platform for knowledge exchange, boosting Orlando's reputation as a center for innovation.



ORLANDO HEALTH JEWETT ORTHOPEDIC INSTITUTE

Project Team: Arnulfo Castillo, Orlando Health | Damon Collins, Orlando Health | Carlos Carrasco, Orlando Health | April Ernst, Orlando Health | Cristina Stover, Hammes | Mandy Weitknecht, Skanska | Veronique Pryor, Pagethink

Located at the corner of Columbia St. and Lucerne Terrace in Orlando, the Orlando Health Jewett Orthopedic Institute is a 375,000-square-foot, seven-story addition to Orlando Health's Downtown Complex. The new institute includes 75 inpatient rooms with smart-room technology, advanced operating rooms with virtually connected suites for training and collaboration, a high-tech research and education center, and a 116-seat auditorium. As the only facility of its kind to feature an orthopedic specialty hospital and outpatient care center, this institute provides every aspect of elective orthopedic care and world class physician training tools under one roof.

ROBINSON RECHARGE MOBILITY HUB

Project Team: Thom Nealssohn, OUC | Pete Westlake, OUC | Nick Smith, OUC | Salvador Beltran, Power Electronics | Gillian McDaniel, Power Electronics | Victor Perez, Power Electronics | Aireko Carlos Yunes | Jeffrey Hodgkinson, CHA

OUC is leading the charge in EV adoption with their innovative 2025 Electrification Strategy. A key initiative is the Robinson ReCharge Mobility Hub, boasting the title of second-largest DC Fast Charging hub in North America. This advanced facility features over 21 fast chargers conveniently located in the heart of downtown Orlando. The hub is located near the crossroads of I-4 and State Road 50 and State Road 408, providing charging opportunities for travelers and residents alike.

PUBLIC WORKS & PLACEMAKING

Sponsored by PRISMATIC

WINNERS

Achromatic Aria Fresco - An Ode to Harmony

An Ode to Third Places: New Directions in Open Space Planning, Public Art, and Community Partnerships

Visit Orlando & Orlando Economic Partnership Unveil "Unbelievably Real" Mural for #407DAY







ACHROMATIC ARIA FRESCO - AN ODE TO HARMONY

Project Team: Lisa Cuatt, Thornton Park District | Flynn Dobbs, Art Haus | Commissioner Patty Sheehan, City of Orlando | Sherry Gutch, City of Orlando | David Barilla, City of Orlando, DDB/CRA | Casey Hall, Orlando Health | Peterson Guerrier, Red Tape Orlando | Chris Jones, Red Tape Orlando | Jordan Justice, Red Tape Orlando

Adorning the side of the City Centre building, the Achromatic Aria Fresco - An Ode to Harmony mural stands as a vibrant piece of art that enhances and beautifies downtown Orlando. This collaborative project between the Thornton Park District, city officials, and local artists celebrates Orlando's diversity and the potential of its youth.

AN ODE TO THIRD PLACES: NEW DIRECTIONS IN OPEN SPACE PLANNING, PUBLIC ART, AND COMMUNITY PARTNERSHIPS

Project Team: Orlando Mayor Buddy Dyer | Commissioner Patty Sheehan, City of Orlando | Lisa Cuatt, Thornton Park Main Street | Flynn Dobbs, Art Haus | Peterson Guerrier, Red Tape Orlando | Chris Jones, Red Tape Orlando | Jordan Justice, Red Tape Orlando | Orlando Health | City of Orlando | Visit Orlando

The City of Orlando's Community Redevelopment Agency revitalized two underused corners in downtown Orlando by transforming them into art gallery plazas. This innovative project, "An Ode to Third Places", features strategically placed murals and pocket parks to encourage social interaction. The project's success has led to increased foot traffic, positive social media buzz, and a more vibrant downtown experience.







OUC & OCLS BOOK BIKE: KNOWLEDGE IS POWER

Project Team: Bernadette Boesch, OUC | Harmonie Wilson, OUC | Michael Cartolano, OUC | Alex Rosario, OUC | Erin Sullivan, OCLS | Jennifer Schock, OCLS | Benjamin Garcia, OCLS | Genevieve Traas, OCLS

In 2023, the Orlando Utility Commission (OUC) and Orange County Library System (OCLS) partnered to cross-promote their 100-year anniversaries. As part of the partnership, OUC pledged to help the library "electrify young minds" with STEM-inspired reads distributed via a co-branded electricassisted book bicycle that brings materials and literacy directly into the community making library resources more accessible.

VISIT ORLANDO AND ORLANDO ECONOMIC PARTNERSHIP UNVEIL "UNBELIEVABLY REAL" MURAL FOR #407DAY

Project Team: Visit Orlando | Orlando Economic Partnership | City of Orlando | Downtown Development Board | Orange County Government

Visit Orlando and Orlando Economic Partnership unveiled their "Unbelievably Real" mural as part of their campaign to represent Orlando as a destination on April 7, 2023, also known as "407 Day" due to the date matching the city's area code. The mural depicts beloved landmarks, world-famous attractions, dining, arts and culture, and technology and innovation. Bringing the mural to downtown Orlando encourages visitors and engages residents to adopt the destination brand on a local level.

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AND

COMPLIMENTARY VALET*

*The Program shall end when the allocated funding is expended or on December 31, 2024, whichever is sooner.

REDESIGN & RENOVATION

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WINNER Altira Pool + Lounge













500 N. ORANGE AVENUE

Project Team: Baker Barrios Architects

This ambitious project encompasses the comprehensive renovation of a 40-year-old building and the construction of a modern precast concrete parking garage at 500 N. Orange Avenue. The undertaking involved a complete overhaul of the building and was tailored to meet the distinct needs of three separate US Government Agencies. The prominent mural, Our Chosen People by visual artist Stacey Brown, adds a layer of cultural and artistic significance.

ALTIRA POOL + LOUNGE

Project Team: Grand Bohemian Hotel Orlando Autograph Collection | Benjamin McCarney

Altira Pool + Lounge at Grand Bohemian Orlando revolutionizes urban sophistication by seamlessly blending cutting-edge technology with timeless elegance. This "cosmopolitan oasis" elevates relaxation and social gatherings. Guests can relax under smart canopies and personalize their experience with features like lighting controls and digital menus. Altira's focus on detail, technology, and a welcoming atmosphere makes it a unique destination for both residents and tourists alike.





PRIMROSE LANES

Project Team: Team Market Group | Daniel Mawardi | Keith Mawardi | Romi Mawardi | Chef Jason Campbell | Chef Nick Grecco | Keizah Aponte | Edgar Silva

Primrose Lanes breathes new life into the historic Colonial Lanes bowling alley, blending nostalgia with modern features. This project honors Orlando's cherished past by meticulously restoring the original 1960s bowling lanes, restaurant, and bar. The transformation of Primrose Lanes showcases a commitment to preserving the community's history and architectural heritage by reviving a beloved local landmark.

SUNRISE BANK ORLANDO HEADQUARTERS

Project Team: Connor Andrew, Andrew General Contractors, Inc. | Alie Warshaw, Little Diversified Architectural Consulting, Inc. | Jillian McCluskey, Workscapes | Bill Shugart, LoCo Arts | Benjamin Rapkin, Light Glass | Adrian Gleman, Gleman & Sons Custom Woodworks

The Sunrise Bank Orlando Headquarters renovation transformed a long-vacant basement space into a vibrant hub of high-end corporate offices, featuring 15 executive offices, support staff facilities, and board meeting and event space. Located at the corner of East Church Street and South Magnolia Avenue, this project repurposed underutilized space, created employment opportunities, supported local vendors, and brought high-level leadership into the heart of the city.

SPORTING EVENTS

Sponsored by Balfour Beatty

WINNER

NCAA Division I Men's Basketball Championship (First and Second Round Games)













CAMPING WORLD KICKOFF

Project Team: Florida Citrus Sports | Orlando Venues | Camping World

The Camping World Kickoff transformed downtown Orlando into a college football mecca with a season-opening college football game featuring the highly anticipated matchup between No. 5 LSU and No. 8 Florida State. The matchup brought two storied fan bases to town for a long Labor Day weekend of fun starting with a three-day block party at Wall Street Plaza, an official pregame event, and a sold-out game of over 65,000 fans on Sunday night with millions of television viewers.

DOWNTOWN ORLANDO FIELD DAY

Project Team: City District Board of Directors | Danielle Ziss, Event Producer | AdventHealth | OUC | Red Lobster | City Beverage | Orlando Magic | Orlando Solar Bears | Dr. Phillips Center | CityArts | OUT Sports League | Step UP Productions | Orlando Weekly | Orange County Public Schools | Orlando Hospitality Alliance

The inaugural Downtown Orlando Field Day transformed the Dr. Phillips Center front yard into an "adult playground," bringing together the community and local businesses for a fun afternoon of friendly competition and team building. The event aligned perfectly with the City District Main Street's mission of promoting both community and entertainment in downtown Orlando by fostering connections between day and night time visitors and businesses.



FLORIDA BLUE FLORIDA CLASSIC WEEK

Project Team: Florida A&M University | Bethune-Cookman University | Florida Classic Consortium | Florida Citrus Sports | Orlando Venues

The Florida Blue Florida Classic is a legendary HBCU football game between Florida A&M University and Bethune-Cookman University held annually at Orlando's Camping World Stadium and draws over 55,000 fans. It's more than just a game – it's a week-long cultural celebration of Black excellence, featuring family reunions, food, music, and dance. In 2023, the Florida Blue Florida Classic had an estimated economic impact of \$25 to 30 million dollars, and generated nearly 37,000 room nights.

NCAA DIVISION I MEN'S BASKETBALL CHAMPIONSHIP (FIRST AND SECOND ROUND GAMES)

Project Team: Jason Siegel, Greater Orlando Sports Commission | Jennifer Lastik, Greater Orlando Sports Commission | Brent Nelson, Greater Orlando Sports Commission | Kyle Sturley, Greater Orlando Sports Commission | Allen Johnson, Orlando Venues / City of Orlando | Craig Borkon, Orlando Venues / City of Orlando | Charlie Leone, Orlando Venues / City of Orlando | Terry Mohajir, UCF Athletics | David Hansen, UCF Athletics | Adam Haukap, UCF Athletics

In March 2023, Orlando once again hosted the NCAA Men's Basketball Championship's first and second rounds – the seventh time GO Sports has partnered with the NCAA, for this marquee event. Top collegiate teams, including Duke, Tennessee, and national runner-up San Diego State, battled it out in Downtown Orlando. A buzzer-beater upset by #13 Furman over #4 Virginia at the Kia Center (formerly Amway Center) fueled excitement, generating \$19.3 million dollars and filling over 20,000 hotel rooms.

SUSTAINABILITY & RESILIENCY

Sponsored by 11th Hour

WINNER Robinson ReCharge Mobility Hub











OUC, ORLANDO CITY SOCCER, AND ORLANDO PRIDE EARTH MONTH VOLUNTEER PROJECT

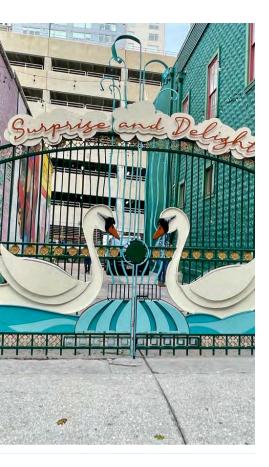
Project Team: Harmonie Wilson, OUC | Jessica Chislett, OUC | Karlene Santiago, OUC | Queen Massaline, OUC | Erin Givens, OUC | Callum Sheppard, Orlando City Soccer

Employees from Orlando Utilities Commission, Orlando City Soccer Club, and the Orlando Pride gathered at the Orlando Union Rescue Mission to build a 35-bed community garden in honor of Earth Month. Located in OUC's Empowerment Zone, the Orlando Union Rescue Mission is one of Central Florida's oldest and largest homeless service providers – providing residents with immediate needs including food, clothing and shelter. This project provided a permanent food source for residents at the Orlando Union Rescue Mission whilst teaching residents about sustainable gardening practices.

ROBINSON RECHARGE MOBILITY HUB

Project Team: Thom Nealssohn, OUC Pete Westlake, OUC Nick Smith, OUC Salvador Beltran, Power Electronics Gillian McDaniel, Power Electronics Victor Perez, Power Electronics Carlos Yunes, Aireko Jeffrey Hodgkinson, CHA

The Robinson ReCharge Mobility Hub directly supports Orlando Utilities Commission's commitment to sustainability. By making EV charging accessible and convenient, OUC is paving the way for a cleaner future in Orlando. The Mobility Hub will improve air quality with a reduction in greenhouse gas emissions as more residents switch to electric vehicles. The Robinson ReCharge Hub also alleviates "range anxiety" for EV owners thanks to its proximity to major highways.



"SURPRISE & DELIGHT" FRONT GATES OF THE FORD-IFY THE ARTS COURTYARD AT CITYARTS

Project Team: Barbara Hartley, Downtown Arts District | Dr. Paul Skomsky, Downtown Arts District | Ryan Young, Interstruct | Matt Maher, Mojo Metalworks | David Barilla, City of Orlando, DDB/CRA | Marcia Hope Goodwin, City of Orlando | Terry Olson, Orange County Government Arts and Cultural Affairs

Repurposed from the Ballroom at Church Street Station, the "Surprise & Delight" Front Gates are the first completed phase of the Ford-ify the Arts Courtyard renovation project at CityArts. Designed by Matt Maher with Mojo Metalworks, the gates are adorned with iconic downtown Orlando imagery and prominently feature the words "Surprise & Delight." The front gates will welcome the community into the new Courtyard at CityArts when the project is complete.

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> > **EDC Orlando**

FusionFest

Health Compass Consulting

Inclusive Stages, Diverse Stories: Empowering Unique Voices in Downtown Orlando IC100

Melrose Stage - Melrose Center, Orange County Library System

> Orlando Magic MLK Week of Service

Orlando Magic's 2023 Hispanic Business Summit

OUC100 History Center Exhibit and OUC Family Day

Park DTO: Connecting Visitors to Downtown Experiences

STROKESTRA®

Team Member Tribute Park Expansion at Lake Beauty on the Downtown Orlando Health Campus

> The Crossover presented by Starry

The Edgar Allan Poe Prize Exhibition

> Thrive Cocktail Lounge and Eatery

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CHAMPIONS







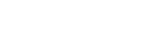
G R E A T E R ORLANDO



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