

ORLANDO... NEW WORLD CITY

CITY FACTS

CITY OF ORLANDO

A nighttime photograph of the Orlando skyline. The city is illuminated with warm lights, and several skyscrapers are visible against the dark blue sky. In the foreground, there are multi-level highways with light trails from traffic. The overall scene is vibrant and modern.

Orlando is an international, vibrant City with a creative, diverse and balanced economy that provides a high quality of life for our citizens, businesses and visitors.

-Mayor Buddy Dyer



Orlando is...

an internationally known, creative, vibrant City

Orlando – one of the world's fastest-growing cities – is known as the center of a dynamic metropolitan area of more than two million people and is a hub for digital media and bio medicine. Orlando has the 13th-busiest airport in the U.S. with flight connections all over the world. Nearly one in every five adult Orlando resident was born outside the continental U.S. Orlando has something for everyone, visitors and residents. Downtown Orlando is alive with entertainment, restaurants, recreation and vibrant nightlife. It has beautiful historic districts, a Downtown Arts District and Lake Eola Park and fountain. Orlando is warm and sunny. It's perfect for outdoor activities, such as biking, boating, swimming, fishing, kayaking and hiking. Beaches are less than a one hour drive away. Orlando offers a winning combination of economic, cultural and educational opportunities.

Fast Facts

LOCATION:

City is 111.2 square miles and covers a total of 71,140 acres. With its central location in the region and the State, Orlando is easily accessible from Interstate 4, the Florida Turnpike, the East/West Expressway and the Beachline.

POPULATION:

238,300 as of 2010
248,917 (2015 projection)
Metro Orlando: 2,134,411 as of 2010
57.6% Caucasian
28.1% African American
25.4% Hispanic
3.8% Asian/Pacific Islander
5th largest metropolis in the Southeastern United States
*Data from the 2010 U.S. Census

INCOME:

Median Household \$45,586
Per Capita \$26,752

CLIMATE:

Annual average temperature is 73°.
Summers average in the high 80s and winters average in the low 70s.

EDUCATION:

Barry University
Citylab-Orlando, a program of the University of Florida's School of Architecture
 DeVry University
Florida A&M University College of Law
Florida Hospital College of Health Sciences
Florida Interactive Entertainment Academy
Florida State University Medical School
Full Sail Real World Education
Orlando Tech
Rollins College
University of Central Florida (UCF)
(2nd largest university in U.S.)
UCF Center for Emerging Media
UCF College of Medicine
University of Phoenix
Valencia Community College
*Coming soon: University of Florida Research & Academic Center at Lake Nona
UCF Dental School*

RECREATION:

115 Public Parks
89 Handicap Accessible Park Locations
21 Community Centers
NBA Orlando Magic
AFL Orlando Predators
MLB Spring Training
USL PRO Orlando City Soccer Club Lions
Harry P. Leu Gardens
Dubsdread Golf Course
More than 250 miles of bikeways
More than 100 top-rated golf courses in Metro Orlando
Less than one hour from Atlantic Coast Beaches

Orlando is... a great place for business

Orlando consistently ranks as a leading place to conduct business. Orlando has no personal income tax and offers a low cost of doing business. The City is at the crossroads of Florida and its Downtown is the region's financial and business hub. Orlando's location provides easy access to markets in all directions. In Orlando, you'll find a proactive, business-friendly government and attractive partnership programs.

DISTINCTIONS

Forbes named Orlando the nation's ninth best metro area for minority entrepreneurs.

Forbes.com ranked Orlando the fourth cleanest City in the United States.

Orlando was the fastest-growing large city in the state of Florida between 2000 and 2010 according to the U.S. Census.

Entrepreneur Magazine named Orlando as one of the "10 Best Cities to Start a Business."

Forbes.com named Orlando one of America's ten coolest cities, citing Orlando's number of nightlife, cultural and recreational outlets.

Orlando ranked 28th in the nation when it comes to economic clout according to the *Orlando Business Journal*.

Kiplinger.com named Orlando one of America's "2011 Comeback Cities."

J.D. Power and Associates ranked Orlando International Airport one of the top four best airports in the United States.

Forbes.com ranked Orlando 35th on their list of America's Safest Cities.

Bizjournals ranks Orlando as the seventh "Best Place to Start a Small Business."

According to Yahoo!, Orlando is a "Great City for Salary Growth," in large part due to our emerging Medical City.

Orlando ranked as the 4th most popular city, based on where people want to live, according to Pew Research Center.

MAJOR CITY OF ORLANDO EMPLOYERS

Bank of America Corporation
Bright House Networks
Connexions
CNL Financial Group
Delta Airlines
Florida Hospital
Frito-Lay
HD Supply
JetBlue
Mears Transportation Group
Nephron Pharmaceuticals
Oracle Corporation
Orlando Health
Orlando Magic
Orlando Sentinel Communications
Southwest Airlines
SunTrust Banks, Inc.
Universal Orlando Resort
Wells Fargo & Company

MAJOR METRO ORLANDO EMPLOYERS

American Automobile Association (AAA)
Darden Restaurants
EA Sports Tiburon Studio
Lockheed Martin
Northrop Grumman Corporation
Progress Energy
Ruth's Chris Steakhouse, Inc.
Seaworld Orlando Inc.
Siemens Westinghouse Power
Tupperware Corporation
United Parcel Service
Walt Disney World





ARTS AND CULTURE

Amway Center:
amwaycenter.com

Bob Carr Performing Arts Centre:
orlandovenues.com

City Arts Factory:
orlandoslice.com

Mad Cow Theatre:
madcowtheatre.com

Mennello Museum of Art:
mennellomuseum.org

The Mezz and Abbey:
artfulevents.com

Orlando Ballet:
orlandoballet.org

Orange County Regional History Center:
thehistorycenter.org

Orlando Museum of Art:
omart.org

Orlando Philharmonic Orchestra:
orlandophil.org

Orlando Repertory Theatre:
orlandorep.com

Orlando Science Center:
osc.org

Orlando-UCF Shakespeare Festival:
shakespearefest.org

Gallery at Avalon Island:
galleryatavalonisland.com

SAK Comedy:
sak.com

The Wells' Built Museum of
African American History & Culture:
pastinc.org

United Arts of Central Florida:
unitedarts.cc

SPECIAL EVENTS

Sunday Lake Eola Farmer's Market: Year Round

WMMO Downtown Concert Series: Quarterly

Dr. Martin Luther King Jr. Parade: January

Capital One Bowl: January

Blues-B-Q: Winter

Fiesta in the Park at Lake Eola: Spring, Fall

Florida Music Festival: Spring

Orlando Fringe Festival: May

Juneteenth and Jazz Music Festival: June

Fireworks at the Fountain: July

Florida Classic: Fall

Orlando Film Festival: Fall

Orlando Food & Wine Festival: Fall

Calle Orange: October

Come Out with Pride: October

Veteran's Day Parade: November

Holiday Lights Orlando: December

Citrus Parade: December

Orlando Christmas Parade: December

OUC Half Marathon & 5K: December

Champs Sports Bowl: December

Community Kwanzaa Celebration: December



Transportation

Easily accessible to the entire globe, Orlando boasts a world-class international airport that is consistently recognized for excellence in customer service. Orlando sits at the crossroads of Florida's highway network and is in close proximity to three deep water ports.



SUNRAIL

As Central Florida booms with population and economic growth, Central Florida's leaders have joined in an historic effort to advance a commuter rail project that will reduce traffic congestion and advance environmentally-friendly, regional transportation for residents and workers. SunRail, Central Florida's commuter rail transit project, will run along a 61-mile stretch of existing rail freight tracks in Orange, Seminole, Volusia and Osceola counties. SunRail will have 17 stations, including four stops in Downtown Orlando.

The 31-mile first phase of SunRail will serve 12 stations, linking DeBary to Orlando. Phase I service is expected to begin in 2013. Phase II will serve five additional stations, north to DeLand and south to Poinciana. Phase II service is expected to begin in 2015.

Downtown Orlando SunRail Stops:

Florida Hospital Station • LYNX Central Station
Church Street Station • Orlando Health/Amtrak Station

SunRail Car Amenities:

Bicycle Storage • Luggage Racks • Power Outlets to All Seats
Rest Rooms • Wireless Internet



LYMMO

LYMMO, Downtown Orlando's free bus circulator operating in dedicated lanes, carries an average of more than one million passengers per year. LYMMO travels a three-mile loop through the heart of Downtown Orlando, with service every five minutes during the morning and afternoon rush hours and every 10 minutes in the evenings and on weekends.

Orlando's Great Future



COMMUNITY VENUES

Orlando's Community Venues project are transforming the City's cultural, arts and entertainment districts. Led by the recent opening of the state-of-the-art Amway Center, Downtown Orlando is home to world-class sporting, entertainment, cultural and community events.



AMWAY CENTER

The \$380 million, 18,500 seat Amway Center is home to the NBA's Orlando Magic basketball team

and Orlando Predators arena football team. Additionally, the Amway Center will draw national sporting events and concerts.

- 875,000 square feet with 60 suites, 1,400 club seats, eight levels, 37 restrooms, retail stores and one concession point of sale for every 125 spectators.
- The most technologically-advanced events center in the nation with the country's largest arena videoboard.
- Supports ice hockey, basketball, arena football, indoor soccer, concerts and conventions.
- Facility opened in October 2010.



DR. PHILLIPS CENTER FOR PERFORMING ARTS

Construction on the Dr. Phillips Center for Performing Arts is under way and when complete will provide Central Florida a unique, world-class destination to showcase and support the performing arts.

The Dr. Phillips Center will include:

- A 2,700 seat amplified hall for large-scale productions such as Broadway, concerts and traveling shows.
- A 1,700 seat acoustical hall for symphony, opera and ballet.
- A 300 seat community theater for dance, music and education.
- Outdoor plaza, performance and educational space.

FLORIDA CITRUS BOWL STADIUM

The City just completed \$10 million in the first phase of planned enhancements at the Florida Citrus Bowl Stadium in the Fall of 2010. Improvements included structural work, lighting and technology that will allow the Citrus Bowl to remain competitive in attracting world-class events and Bowl Games. Currently, the stadium is home to the annual Capital One and Champs Sports Bowls, Florida Classic Bethune-Cookman vs. Florida A&M football game and other events.

The future full renovation will include:

- Demolition and reconstruction of the existing lower bowl.
- Spectator seating totaling at least 70,000 seats.
- 4,000 club seats and approximately 10 new suites.
- A 40,000 square foot Stadium Club/Banquet space.

The vision for the new Community Venues was led by Orlando Mayor Buddy Dyer and represents a unique \$1.1 billion public/private investment. While many American cities have built these types of venues, none have developed them all at once as a single comprehensive project.

THE BLUEPRINT

Beyond access to the buildings themselves, the entire Central Florida region is benefiting from the projects through THE BLUEPRINT, a City-led effort to ensure residents have access to jobs and economic development opportunities related to the projects.

In the midst of a global recession, many contractors and small businesses credited the Amway Center project with helping keep their company afloat during tough times. More than 120 local companies had contracts on the Amway Center and minority and women-owned companies received nearly \$95 million in contracts. The construction of the Amway Center has helped to stabilize unemployment but is also part of a larger strategic plan to revitalize Downtown Orlando.

Like the Amway Center, the Dr. Phillips Center for Performing Arts and future renovations to the Florida Citrus Bowl Stadium will be constructed with a commitment to THE BLUEPRINT.



ORLANDO

SISTER CITIES

- Curitiba, Brazil
- Guilin, China
- Seine-et-Marne, France
- Reykjanesbaer, Iceland
- Urayasu, Japan
- Monterrey, Mexico
- Orenburg, Russia
- Valladolid, Spain
- Tainan City, Taiwan



History of The City Beautiful

Originally known as Jernigan, Orlando's history dates back to 1838, when the U.S. Army built Fort Gatlin, south of the present day Orlando City limits, to protect settlers from attacks by Indians. By 1840, the small community of Jernigan grew up around the Fort, named after the family that established the first settlement in the area. A Jernigan post office was established in 1850.

Six years later, the settlement began to expand northward and the community's name was officially changed to Orlando. The U.S. Post Office adopted the name change in 1857 and the town of Orlando was incorporated in 1875. It had 85 inhabitants.

The most common story about the origin of the City's name is that it was named after Sentinel Orlando Reeves, who was killed while trying to warn his fellow soldiers of an impending Indian attack. Orlando Reeves was laid to rest on the southeast side of Lake Eola Park.



ORLANDO EVOLVES

Orlando has gained notoriety from local theme parks and attractions that annually draw more than 50 million people from throughout the world. The area has a great deal to offer visitors and residents alike, from year-round outdoor activities to various cultural institutions. Orlando has a \$15.7 billion modeling-and-simulation industry, a well-established and growing digital media industry, as well as a burgeoning life sciences cluster. Through economic development efforts, Orlando's Downtown has been reinvigorated, solidifying its status as the economic, cultural and business center of the region.

Orlando has a bright economic future ahead. From Lake Nona's Medical City to our Downtown resurgence and the Creative Village with UCF's Center for Emerging Media, the Florida Interactive Entertainment Academy and House of Moves, Orlando will continue to diversify its economy by attracting these high-value and high-wage jobs that will drive the future of Central Florida and grow the next generation economy.

Orlando is... A New World City for the 21st Century.

GOOD-TO-KNOW

PHONE NUMBERS

Building Permits 407.246.2271

BLUEPRINT Employment Office
407.246.3721

Business Assistance 407.246.2821

City Job Line 407.246.2178

Code Enforcement 407.246.4444

Community Affairs 407.246.2169

Housing 407.246.2708

Mayor's Business Assistance Team
407.246.2222

Office of Communications and
Neighborhood Relations 407.246.3104

Parks 407.246.2283

Recreation 407.246.4300

Downtown Orlando Information Center
407.254.INFO (4636)

201 S. Orange Ave., Ste. 102
Orlando, FL 32801

WEBSITES

City of Orlando
cityoforlando.net

Economic Development
cityoforlando.net/economic

Downtown Development Board
downtownorlando.com

Visit Orlando
visitorlando.com

Greater Orlando Aviation Authority
orlandoairports.net

Metro Orlando Economic
Development Commission
orlandoedc.com



ORLANDO GOVERNMENT

Orlando has a Mayor-Commission form of government. Six City Commissioners are elected at-large from their respective districts to four-year terms. The Mayor is the formal representative of the City.

CITY LEADERS

City of Orlando Mayor, Buddy Dyer

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Fax: 407.246.3010

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Fax: 407.246.3010

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Fax: 407.246.3010

District 4 Commissioner, Patty Sheehan

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Fax: 407.246.3010

District 6 Commissioner, Samuel B. Ings

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For copies of this brochure contact the
City of Orlando Economic Development Department
at 407.246.2821 or
400 S. Orange Avenue, Orlando, FL 32801



Orlando's New Medical City

The long-established success of Orlando Health and Florida Hospital laid the groundwork for Orlando's surging life sciences and biotechnology industry. Metro Orlando boasts more than 150 life sciences and biotechnology companies with collective annual revenues of more than \$2.5 billion and more than 9,000 workers.

Orlando Mayor Buddy Dyer and other Central Florida leaders have partnered to build a Medical City at Lake Nona, located in the City's southeastern corner that will continue to accelerate Orlando's drive to become an international hub for health and biotech services.

By year ten, it is estimated that the Medical City will create 30,000 jobs and \$7.6 billion in economic activity.



THE MEDICAL CITY'S PRESTIGIOUS TENANTS INCLUDE:

SANFORD - BURNHAM MEDICAL RESEARCH INSTITUTE AT LAKE NONA

Sanford-Burnham Medical Research Institute is a world-class, non-profit medical research facility where scientists focus on developing new therapies for obesity-related diabetes, heart disease, cancer and other life-threatening diseases. The Institute houses state-of-the-art technologies, including one of only four National Institutes of Health comprehensive centers for chemical biology and drug discovery in the nation. Interdisciplinary teams of scientists collaborate on translational research to advance discoveries from the laboratories to clinical application more quickly. The 175,000 square foot facility opened in May of 2009 and was the first facility completed at the Medical City.



UNIVERSITY OF CENTRAL FLORIDA (UCF) COLLEGE OF MEDICINE & BURNETT SCHOOL OF BIOMEDICAL SCIENCES

Completed in the summer of 2010 and part of the nation's second largest university, the UCF medical campus includes the Burnett School of Biomedical Sciences, a medical library and other UCF health sciences programs. The College of Medicine's first 41 students began classes in the Fall of 2009 and each received a full four-year scholarship from nearly \$7 million in community donations.



MEDICAL CITY'S PRESTIGIOUS TENANTS (CONT)



MD ANDERSON ORLANDO CANCER RESEARCH INSTITUTE

Part of Orlando Health, MD Anderson Orlando Cancer Research Institute housed in the University of Central Florida's (UCF) Burnett Biomedical Sciences Building, has partnered with the school on research projects and some of the Center's doctors serve as faculty members.

NEMOURS CHILDREN'S HOSPITAL

Scheduled to open in 2012, Nemours' specialized hospital for children will be the central hub of a 60-acre pediatric health campus featuring a children's clinic, emergency department, diagnostic and ambulatory programs, education centers and research programs.



ORLANDO VA MEDICAL CENTER

This 1.2 million square foot, state-of-the-art facility will increase accessibility to healthcare for approximately 400,000 Central Florida veterans and will be the first VA hospital built in the United States since 1995. Scheduled to open in the Fall of 2012, the hospital was also selected as the national site for VA medical simulation training.

UNIVERSITY OF FLORIDA RESEARCH & ACADEMIC CENTER AT LAKE NONA

This 100,000 square foot research facility adjacent to the Sanford - Burnham Medical Research Institute will enable the university to have direct collaboration opportunities with Sanford - Burnham's top scientists. Groundbreaking on this facility occurred in October 2010.



Orlando's New Creative Village

Orlando has become one of the largest simulation and training clusters in the world, which has fueled rapid-and-related growth in the local entertainment-technology industry. Orlando's digital media industry hosts more than 1,200 companies, 30,000 employees and collective annual revenues estimated at \$9 billion.

The vision of Mayor Buddy Dyer and the Orlando City Council is to build on the success of Orlando's digital media industry by redeveloping the existing 68-acre Amway Arena site into a Creative Village – a one-of-a kind place where high-tech companies locate; and employees of those businesses and other residents live, work, learn and play.

The City of Orlando has entered into a public/private partnership with Creative Village Development, LLC to redevelop the Amway Arena site into a high quality, new urban neighborhood to support a diverse and dynamic mix of uses including:

- 900,000 – 1,000,000 square feet of office/creative space
- 300,000 – 500,000 square feet of higher education space
- 25,000 square feet of k-12 education space
- 1,200 – 1,500 residential units
- 125,000 – 150,000 square feet of retail/commercial space
- 150 – 200 hotel rooms
- Six parks providing public space for hosting civic events, festivals and community markets





The Creative Village will have a strong focus on educational uses and build on existing components including the Nap Ford Charter School, the University of Central Florida (UCF) Center for Emerging Media, the Florida Interactive Entertainment Academy (FIEA) and the House of Moves motion capture facility.

The job creation study for the Creative Village estimates there will be 6,500 jobs created in the local economy over the construction period. At buildout, there will be close to 5,000 permanent jobs, with more than 8,000 total jobs in the local economy related to the Creative Village.

Because of Orlando's growing digital media presence and commitment to smart growth, the Creative Village project was recently awarded a Transportation Investment Generating Economic Recovery (TIGER) II grant in the amount of \$10 million, which will fund the first stage of construction on the project. The Creative Village's TIGER II grant award also represents an important vote of confidence in the project from the federal government.



*City of Orlando Economic Development
400 S. Orange Avenue Orlando, FL 32801
For more information about the Creative Village:
407.246.2821 • cityoforlando.net/creativevillage*

CITY OF ORLANDO
ECONOMIC DEVELOPMENT