



# **Economic Development Department**

Department Budget Presentation

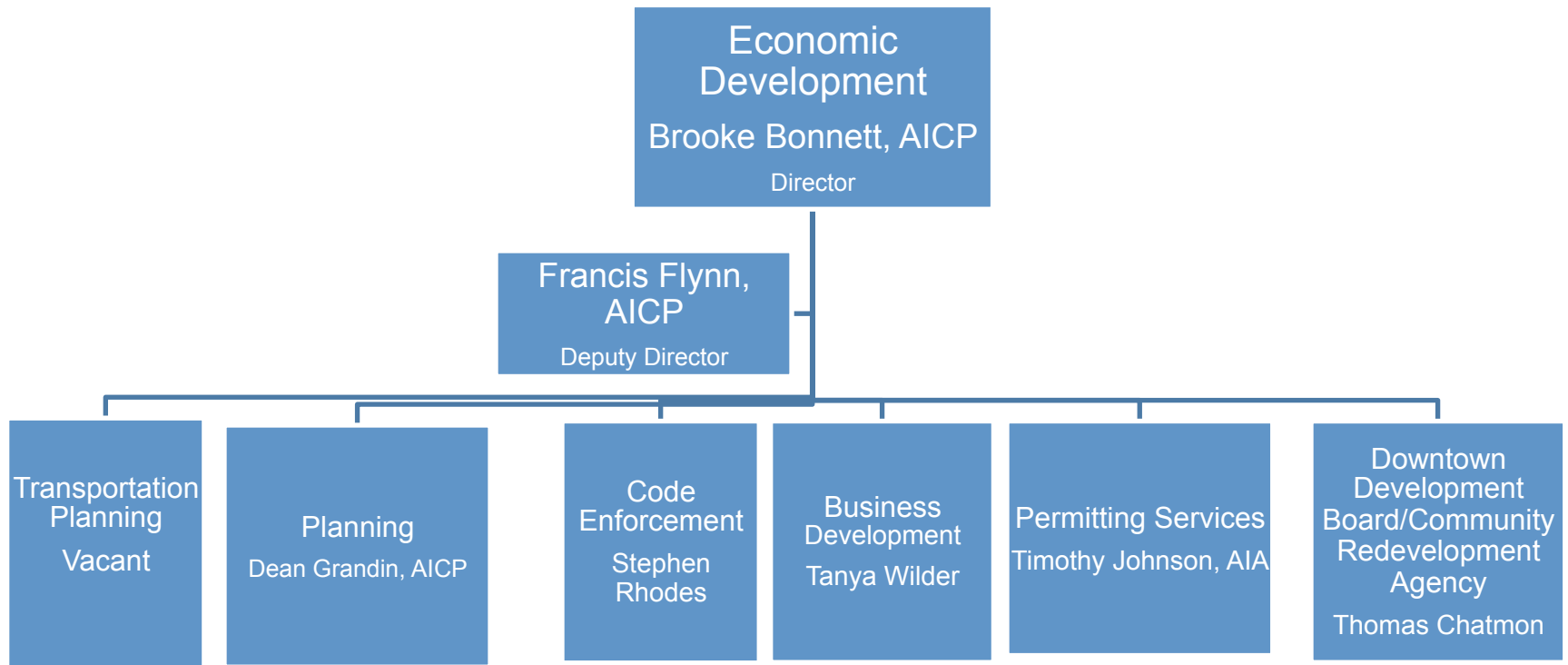
June 9, 2014

# Department Overview

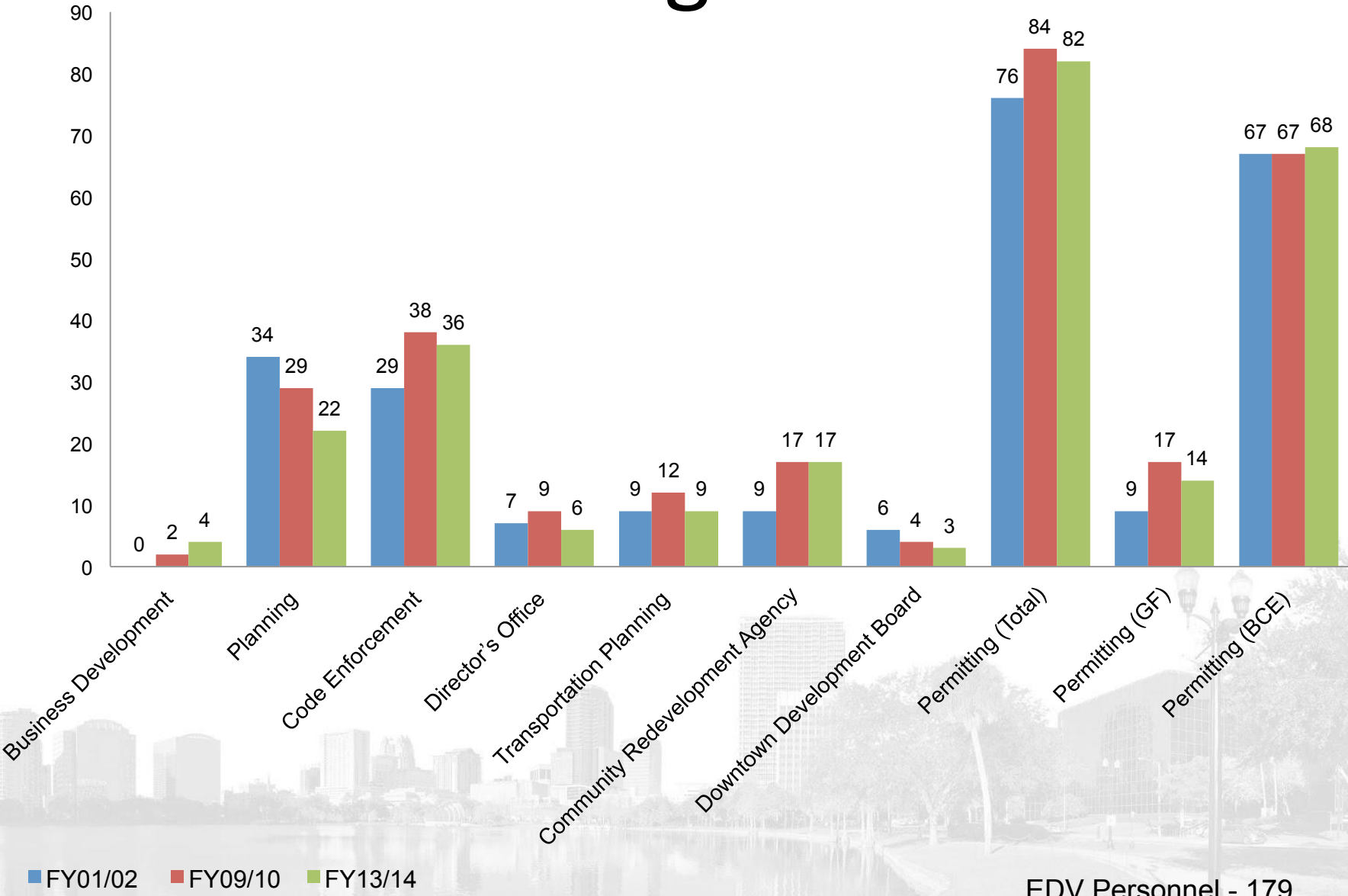
The mission of the Economic Development Department is to stimulate and guide the development of a **vibrant, livable city** that nurtures a creative, **diverse and balanced economy** for Orlando's citizens, businesses and visitors.



# Economic Development Department Organizational Chart



# Staffing Levels



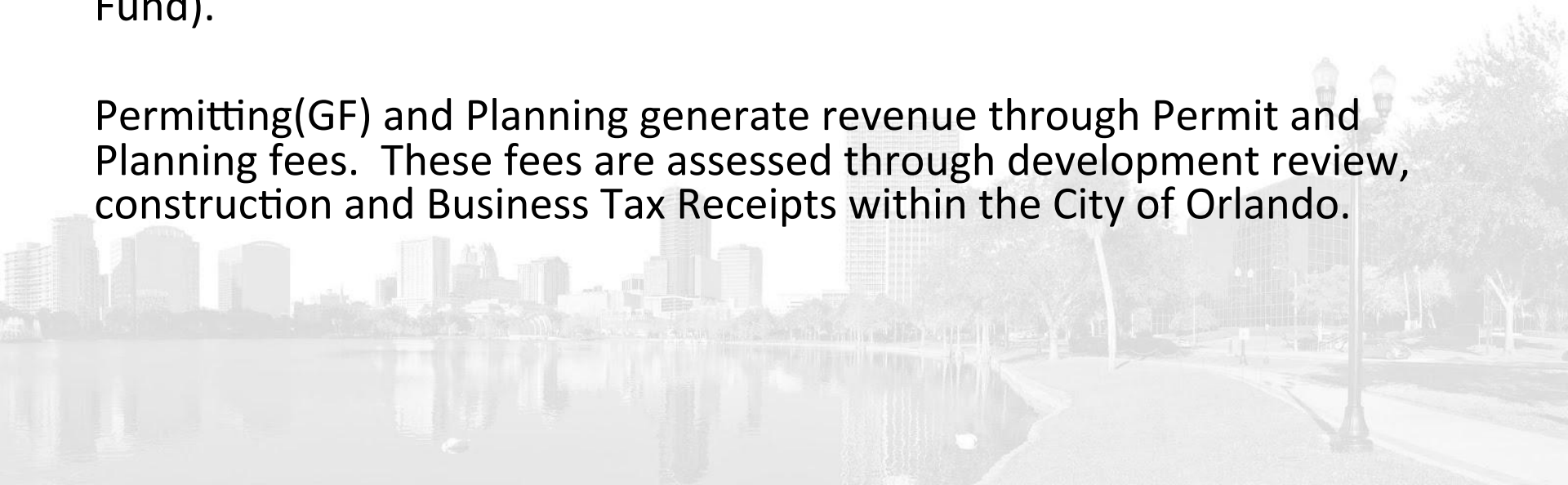
EDV Personnel - 179

# Funding Sources for General Fund Cost Centers

Within Economic Development, there are **general fund** cost centers and **non general fund** cost centers such as Downtown Development Board, Community Redevelopment Agency and Building Code Fund.

Economic Development Divisions rely on **general fund** revenue to fund our operations with the exception of Community Redevelopment Agency, Downtown Development Board and Permitting (Building Code Fund).

Permitting(GF) and Planning generate revenue through Permit and Planning fees. These fees are assessed through development review, construction and Business Tax Receipts within the City of Orlando.



# New Development in the City of Orlando

## Taxable Value

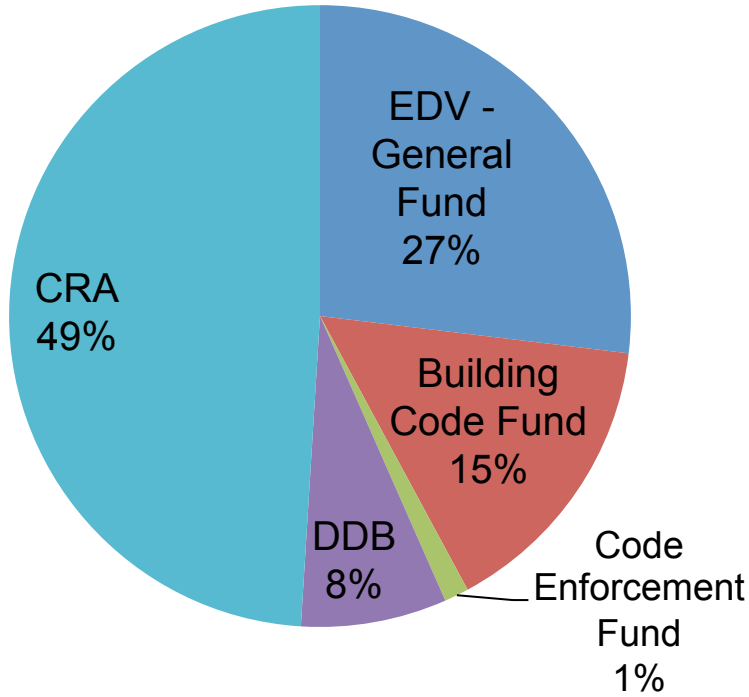


## Property Tax Collected

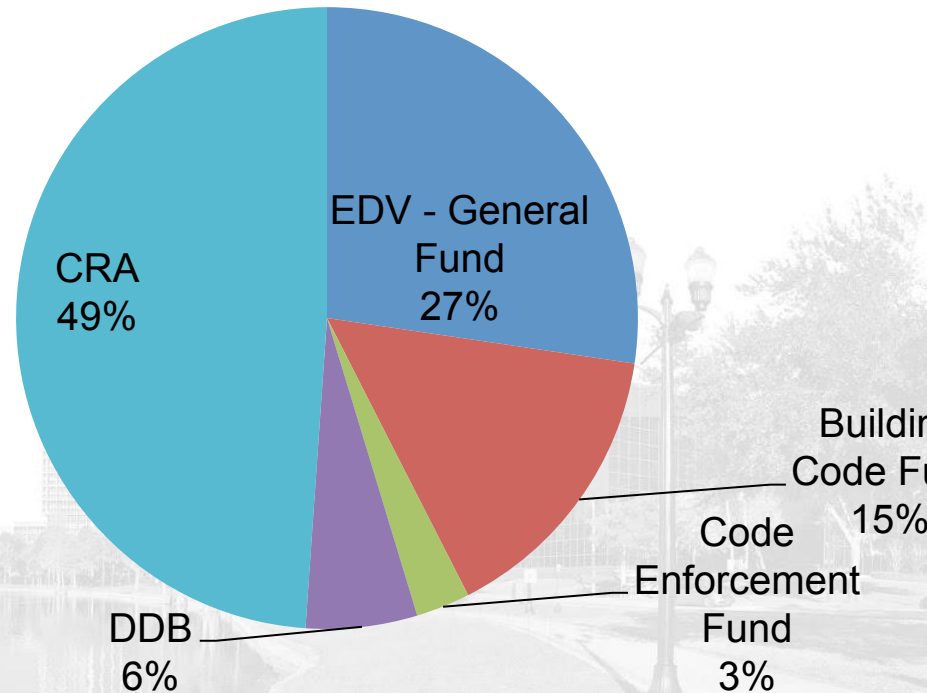




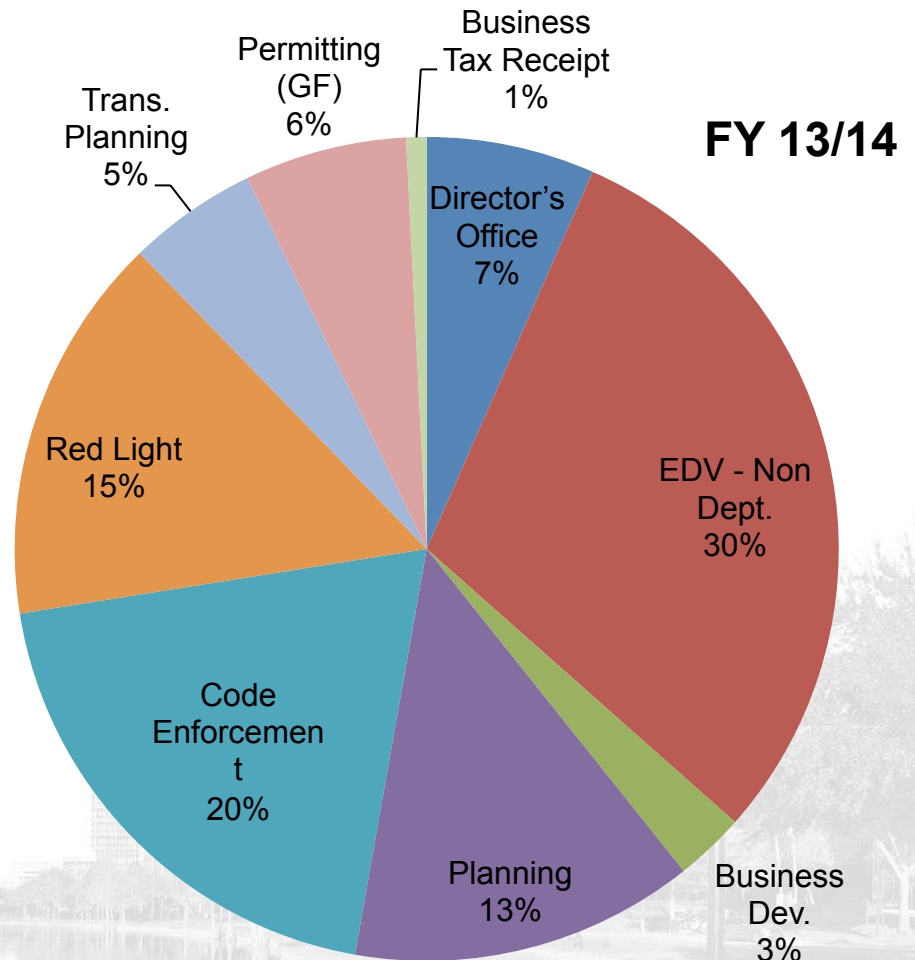
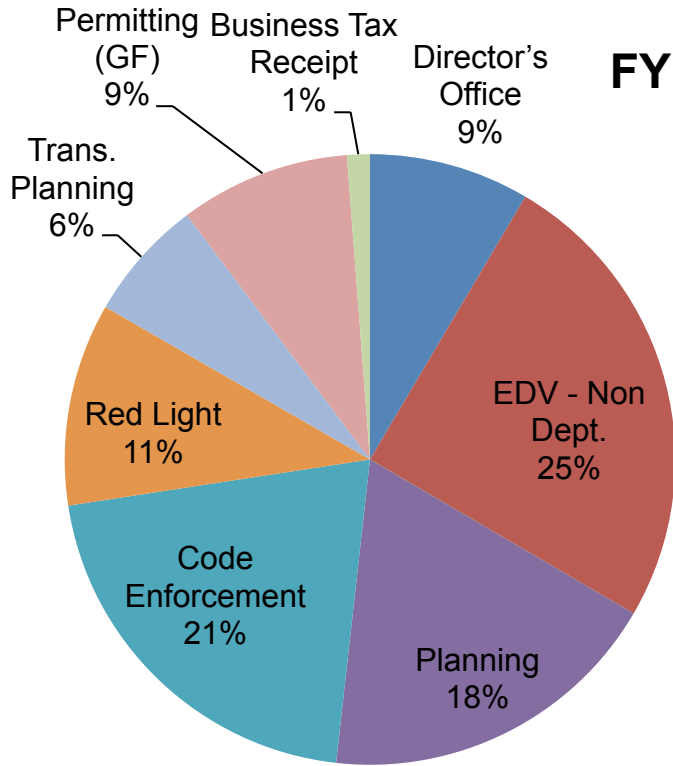
# FY09/10



# FY 13/14



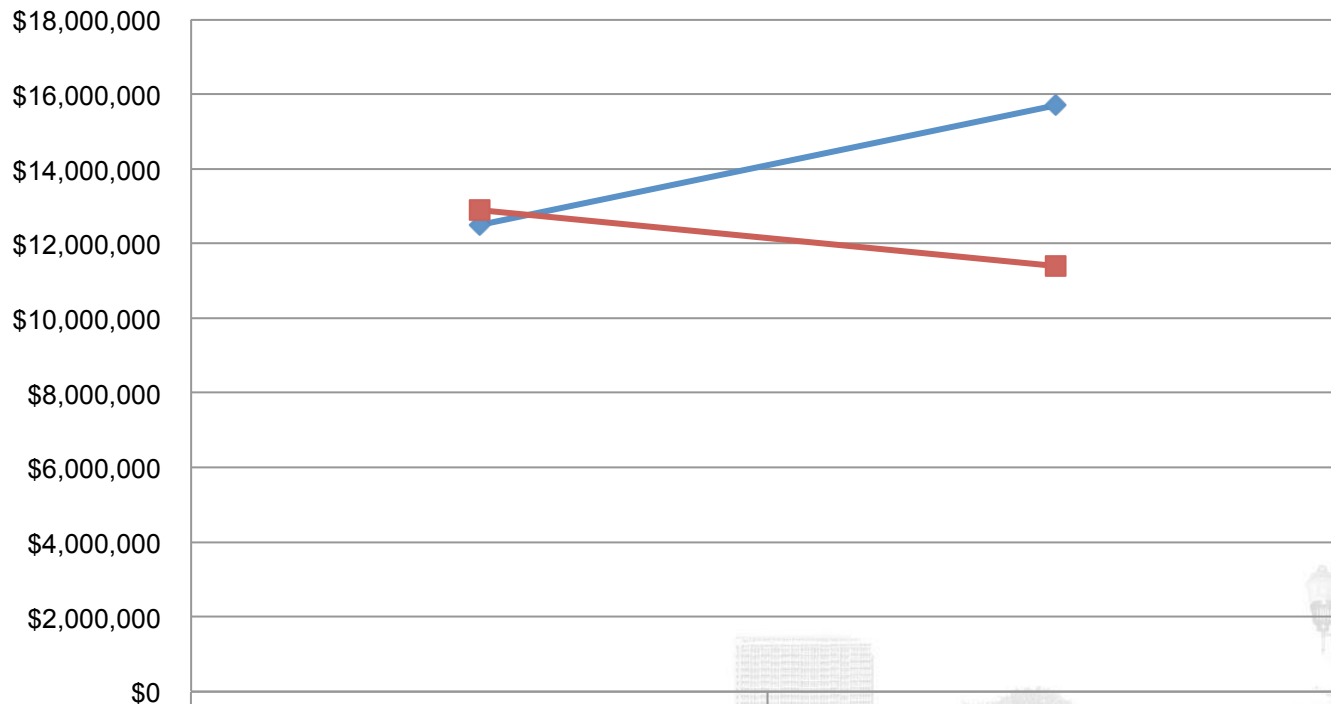
Economic Development  
General Fund &  
Special Funds



# Economic Development Divisions Budget - GF

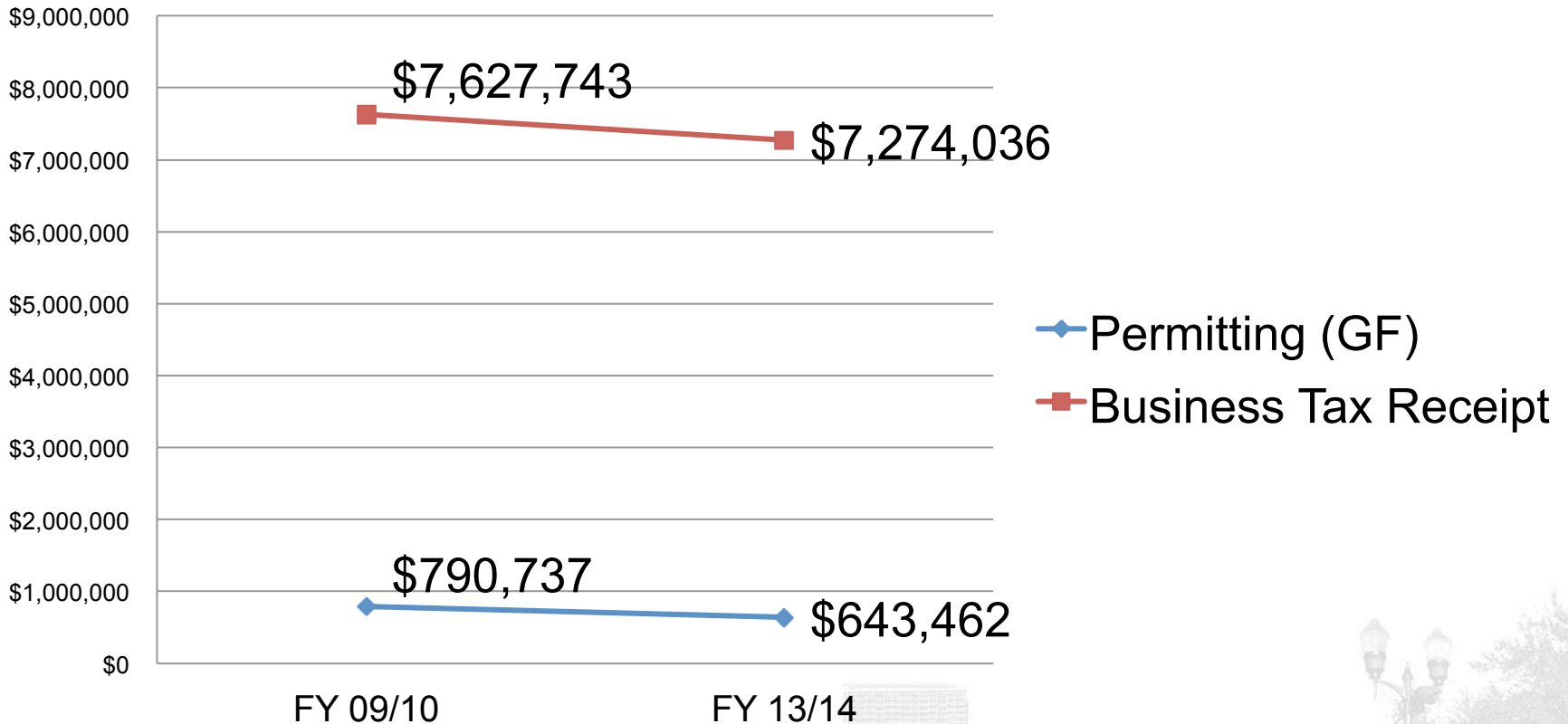


# Economic Development Department General Fund Revenue & Expenditures



	FY 09/10	FY 13/14
Expenditures	\$12,500,000	\$15,700,000
Revenue	\$12,900,000	\$11,400,000

## Net General Fund Revenue



The revenue received by Business Tax Receipt and Permitting (GF) in abundance of operational cost flows to the General Fund at the end of each fiscal year.

# Key Accomplishments & Services Delivery Innovations

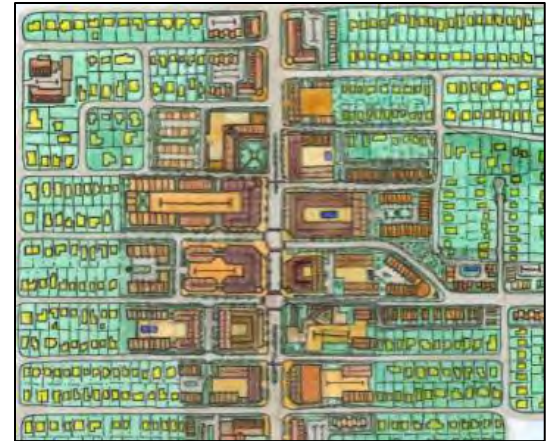
Development/Economic Indicators	FY01/02	FY09/10	FY13/14	% VAR.
<b>PLANNING DIVISION</b>				
<u>MPB Cases</u>	292	125	143	14.40%
<u>HPB Cases</u>	249	189	106	-43.92%
<u>BZA Cases</u>	142	106	125	17.92%
<u>LDC Cases</u>	289	308	367	19.16%
<b>PERMITTING DIVISION</b>				
<u>Permits Issued</u>	18,599	16,972	27,250	60.56%
<u>Permitting Received Applications</u>	22,347	17,894	27,732	54.98%
<u>Inspections</u>	60,441	62,990	159,364	153.00%
<b>CODE ENFORCEMENT DIVISION</b>				
<u>CEB Cases</u>	971	1285	589	-54.16%
<u>Red Light Citations</u>	N/A	31,095	30,200	-2.88%

# Programs and Services

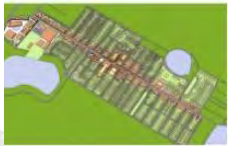


# City Planning

Organized into Three Studios:  
Comprehensive Planning  
Land Development  
Community Planning



Coordinate development reviews with departments/  
agencies





# Key Services Metrics/Indicator FY 2001/02 through FY 2013/14

Fiscal Year	City Population	City Planning Division Staff	MPB Cases	HPB Certificates of Appropriateness	BZA Variances & Modification of Standards	Total Number of Major Case Types	Ratio of Major Cases to Staff	Zoning Official/Urban Design Permit Case Reviews*	ZO/PO Case Reviews per Staff Person
FY01/02	187,210	34	292	249	142	683	20.09	231	6.79
FY03/04	202,860	27	334	239	145	718	26.59	552	20.44
FY09/10	241,288	29	125	189	106	420	14.48	5,463	188.38
FY13/14 (actual through first 8 months/May)	248,731	22	95	161	83	339	15.41	6,502	295.55
Projected Full Year FY13/14	248,731	22	143	242	125	510	23.18	9,753	443.32

\* The substantial increase in the number of reviews between 2003/2004 and 2009/2010 can be attributed to changing our Tidemark "triggers", i.e., adding automatic Zoning Official and Urban Design review to cases that match certain criteria (including cases on property that had previous MPB or BZA actions as well as properties zoned PD such as Lake Nona and Baldwin Park). The increase between FY09/10 and FY13/14 is attributable to actual increases in development activity as the economy rebounded from the Great Recession.



# Mandated/Regulatory Required Services

Support to **nine boards and committees** (processing GMP amendments, rezones, DRI amendments, conditional use permits, master plans, plats, variances, modifications of standards, certificates of appropriateness, etc.)

Permit Case Review (compliance with adopted LDC, PD, and special district standards)



Land Development Code updates (to address changing conditions and policy direction; examples include sidewalk cafes, duplexes, etc.)

Preparation of population and employment projections – essential for infrastructure planning for all City departments.

Coordination with other agencies (OCPS, OUC, GOAA, Orange County, MetroPlan, Lynx, ECFRPC, Florida Department of Economic Opportunity)



# Quality of Life Services

Creation of Small Area Vision Plans (Edgewater Drive, Downtown South, Colonialtown, Mills/50, etc.)

Special Land Use Studies (demographics, market studies, land use/redevelopment studies)

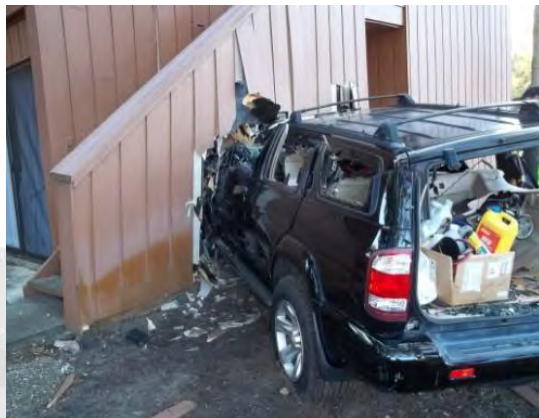
Special Urban Design Studios (Loch Haven Park/National Endowment for the Arts; South Orange/FDOT Streetscape; City Commons/Plaza Design)

Community Involvement – Coordination with outside non-profits with similar missions for creating quality of life improvements (Get Active Orlando, Food Policy Council, etc.)

# Code Enforcement

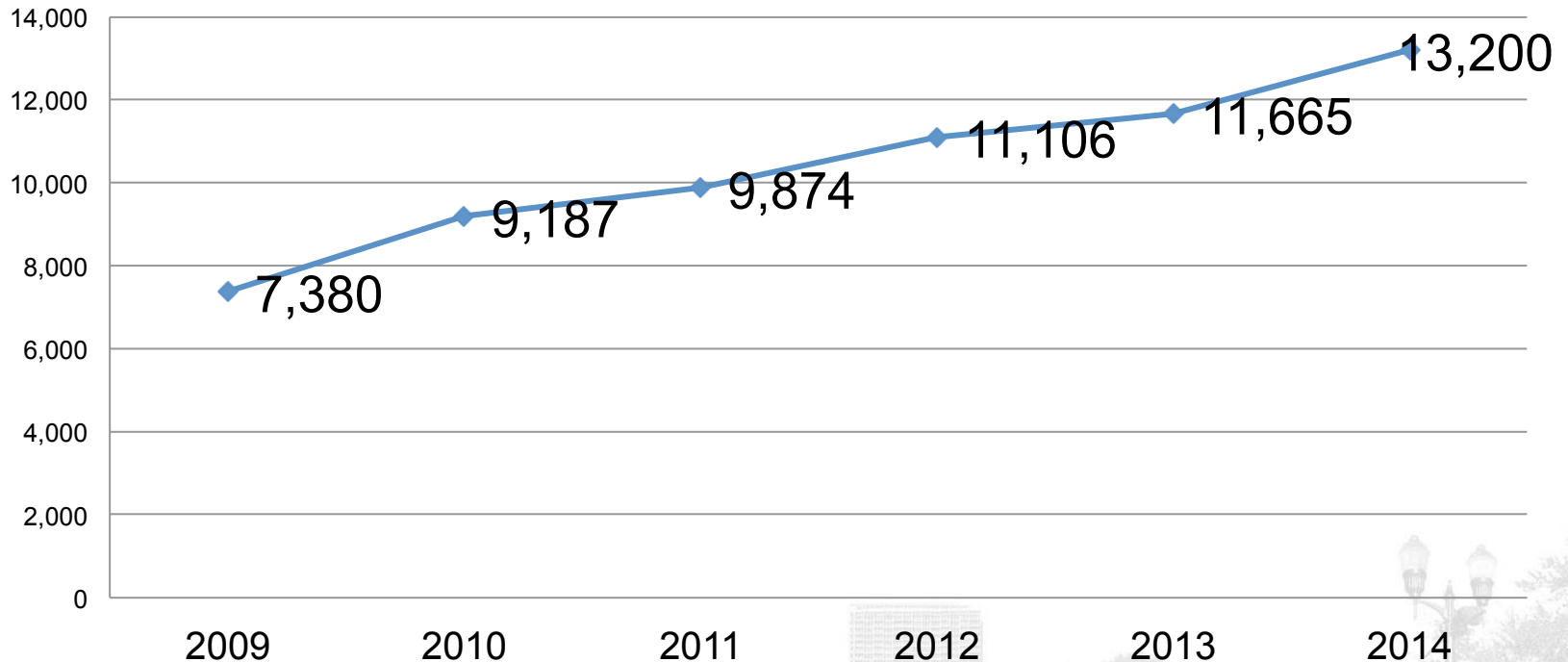
Protect the health, safety and welfare of the citizens of Orlando, and to preserve the aesthetic character of Orlando through the enforcement of Housing, Lot Cleaning, Parking and Land Development Codes

Operate Orlando STOPS red light program



# Key Services Metrics/Indicators

## Code Enforcement Requests for Inspection



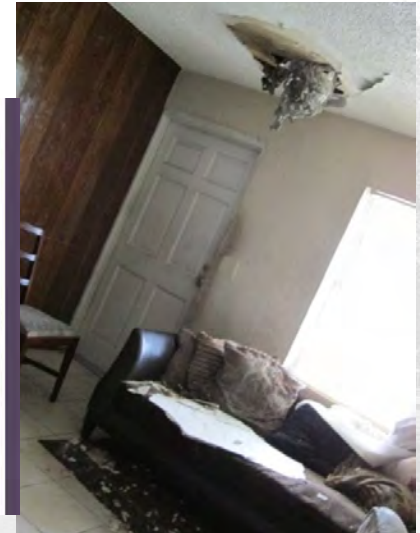
Citizen Complaints Up 58% since 2009

Response Time --- 24 hrs avg



# Mandated/Regulatory Required Services

- Enforce property maintenance standards  
Land Development Code Chapter 30A
- Enforce land development standards  
Land Development Code Chapters 58-65





# Quality of Life Services

Ensure neighborhoods are safe, and blighting influences are eliminated

Protect, maintain, and improve property values

Improve public safety through red light camera enforcement program



# Orlando STOPS



- Decrease red light running
- Reduce accidents, injuries and fatalities
- Decrease the number of traffic violations
- Enable officers to focus on other public safety issues

The number of citations and net revenue:

Issued FY 09/10 - 31,095	\$1,266,662
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Issued FY 13/14 – 34,002	\$1,669,689
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- **75% decrease** in number of violations issued at Conroy & Vineland Rd (2009-2012)
- **40% decrease in all crashes** at Conroy & Vineland
- **20% decrease** in rear-end collisions
- **20% decrease** in number of violations at Kirkman & International Dr (2011-2012)
- **91% of vehicles** issued a red-light violation did not receive a second violation
- In 2013 red light camera video footage was requested **more than 50** times by local law enforcement for use in criminal investigations.

# Transportation Planning

Focus on Four Key Areas:

Alternative Modes Planning – Sunrail, LYNX/  
LYMMO, Carshare, Bike/Pedestrian

Fiscal Planning

Current Planning

Long Range Planning





# Key Accomplishments & Services Delivery Innovations

## Fiscal Oversight

- **\$35 million** in grants (non-City dollars) for transportation projects
- Including over **\$35 million** in impact fee credits, and development related escrow accounts.



# Division Highlights

- Gertrude's Walk: \$1.2M





# Division Highlights

- State Strategic Intermodal System – Sligh Blvd/Columbia St Improvements: \$4.03M
- State New Starts – Columbia St: \$1.5M



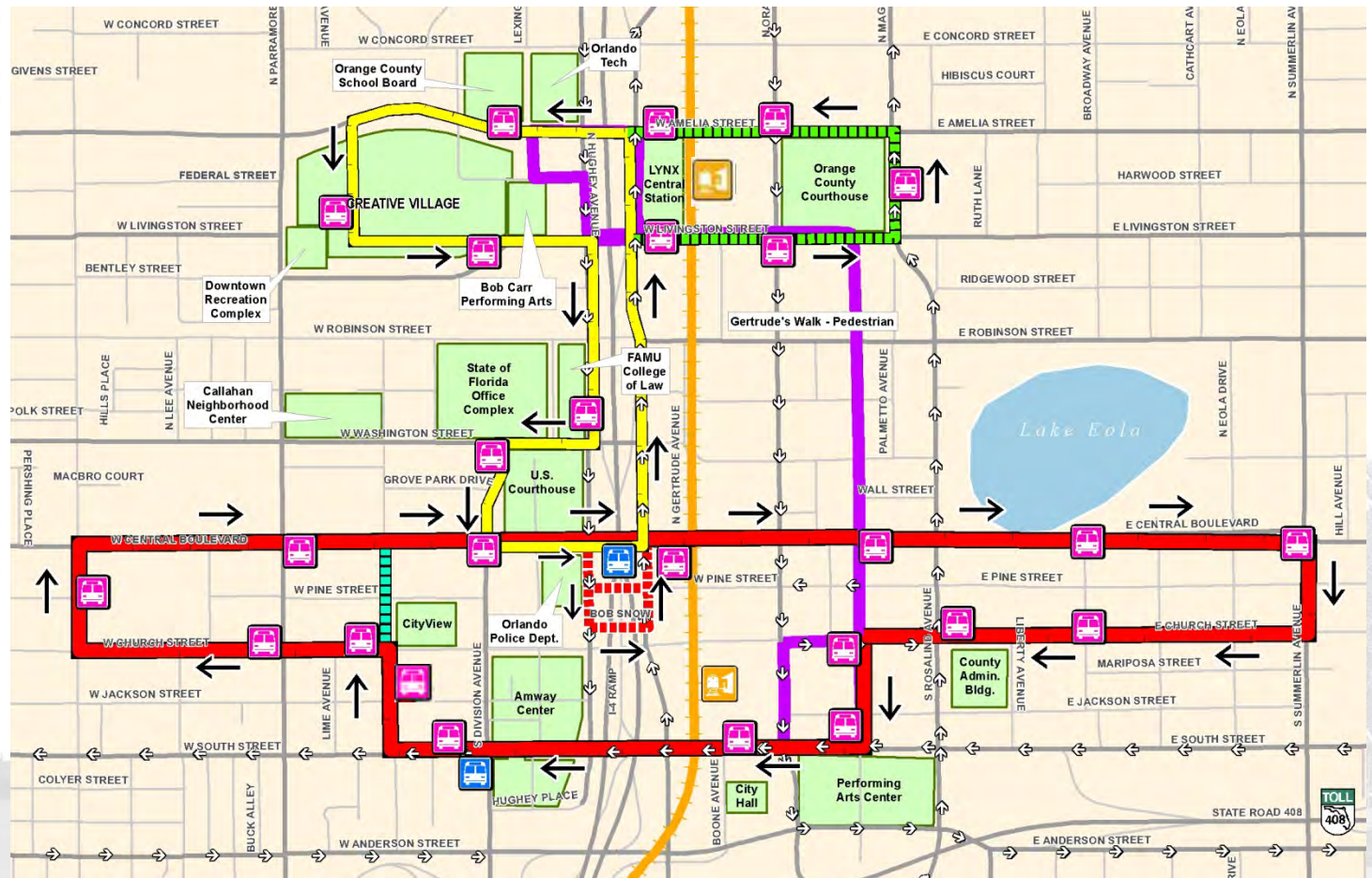
# Division Highlights

- East/West Bus Rapid Transit: \$7.2M
- Parramore Bus Rapid Transit: \$13M



## LEGEND

- Activity Centers
- SunRail
- SunRail Station
- LYMMO On-Street Stop
- LYMMO Off-Street Station Option
- One-Way Street
- Existing LYMMO Route
- East/West LPA Alignment
- Parramore BRT Alignment
- Alignment Option
- Post Event Option
- Possible Future Connection to North/South Corridor
- Direction of Travel





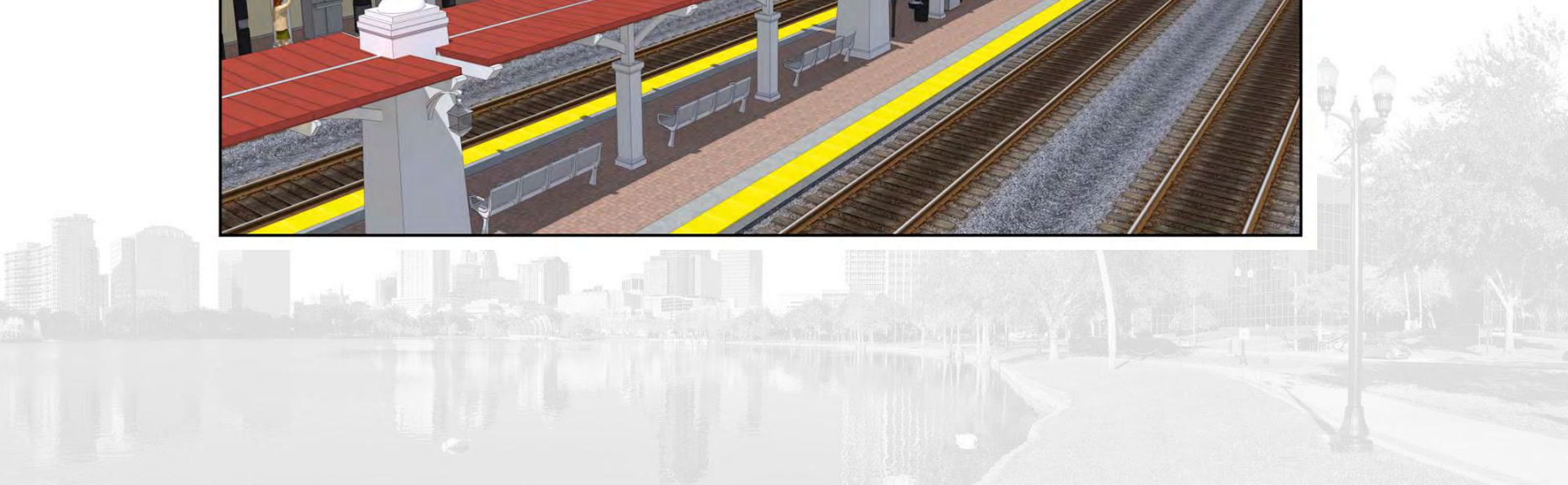
# Division Highlights

- Amtrak Assessment/Rehab: \$3M



# Division Highlights

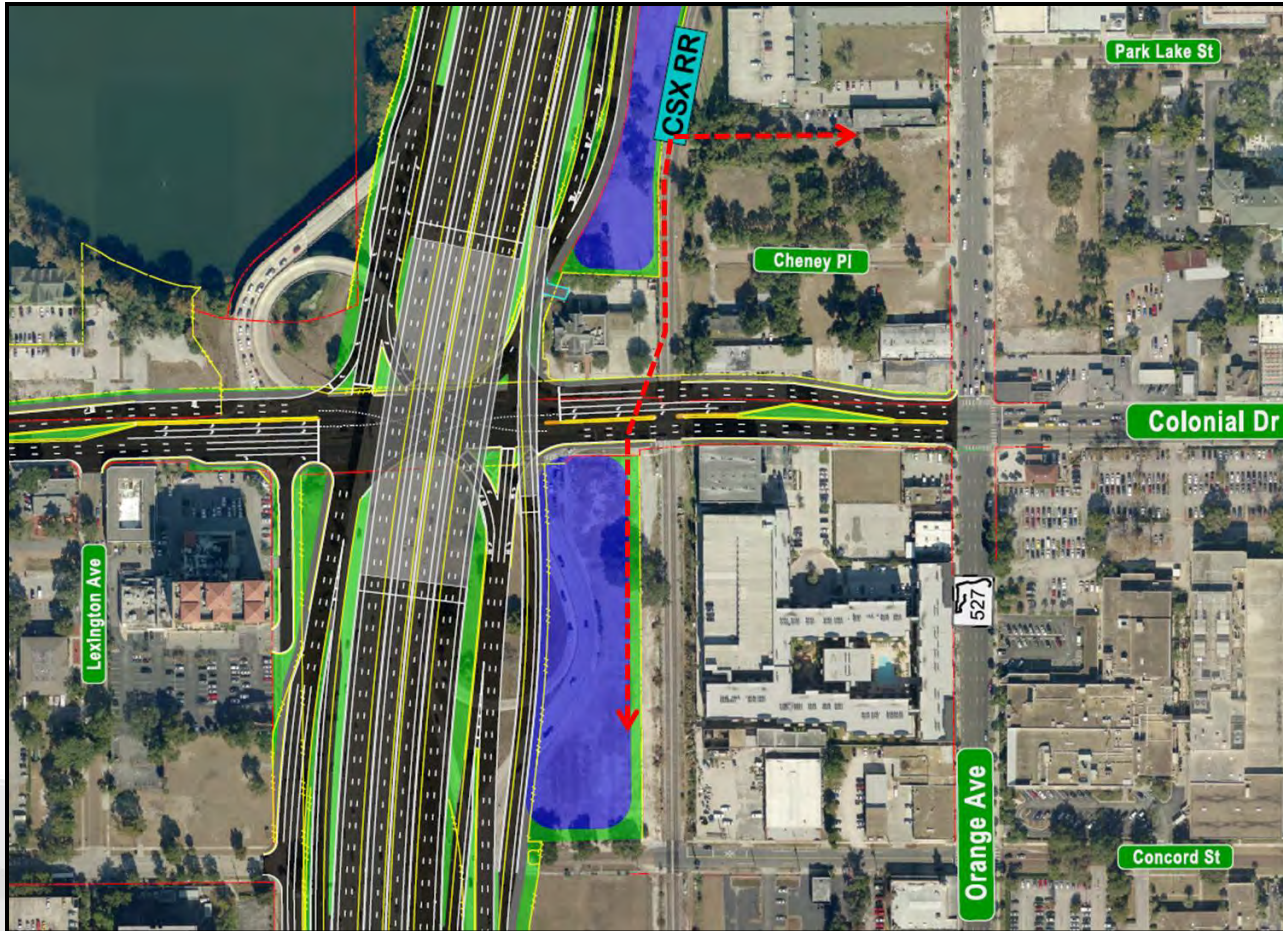
- Florida Hospital/Orlando Health Reimbursement: \$4.88M





# Division Highlights

- Colonial Overpass: \$8.3M



# Mandated /Regulatory Required Services

Transportation Mitigation – Land Development Code

Construction Improvements (Chapter 61)

ROW Dedications (Chapter 61)

Proportionate Fair Share (Chapter 59)

Transit (LYNX) (Chapter 59)

Point of Contact for Florida DOT Permits

Bike/Pedestrian (Trail Easements & Bicycle Parking)  
(Chapter 61)





# Mandated/Regulatory Required Services

- Plan Administrators
  - GMP Transportation Element
  - City Code
- City Transportation Model – Capacity Availability Report
- Community Involvement
  - METROPLAN ORLANDO (FL State Stat 339.175 MPO Operating Procedures Section 6)
  - LYNX Board/Mayor Dyer Chairman LYNX Board of Directors – Audit Committee Charter
  - SunRail Commission/Section 6 Commuter Rail Operating Agreement

# Permitting Services

Provides support for all development within the City.

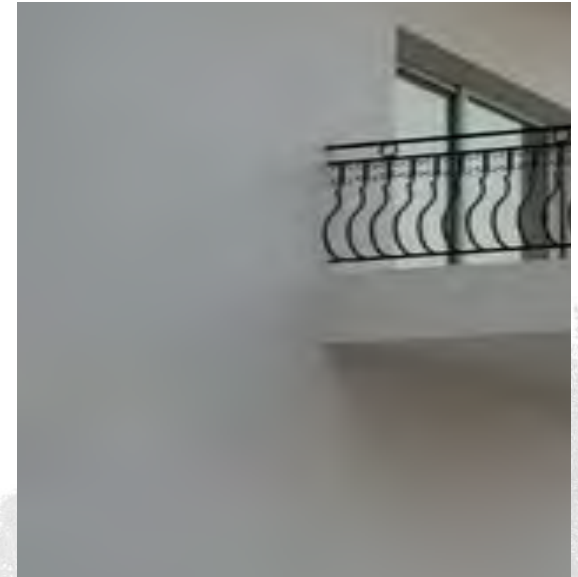
Organized into 3 Sections: Customer Service, Plans Review, Inspections

Pre-development and pre-submittal meetings

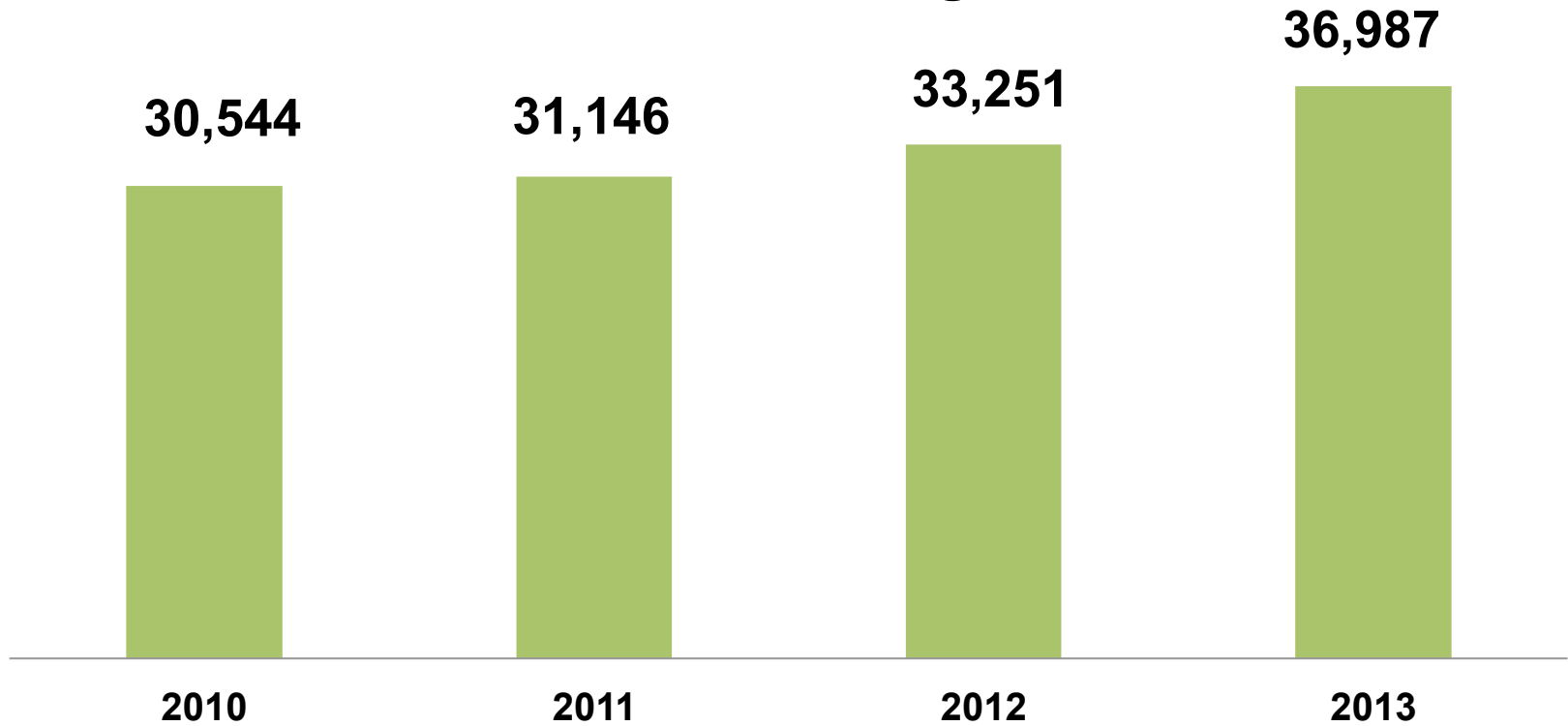
Issue permits/business tax receipts

Performs inspections

Current review time: 5 days for residential  
15 days for commercial



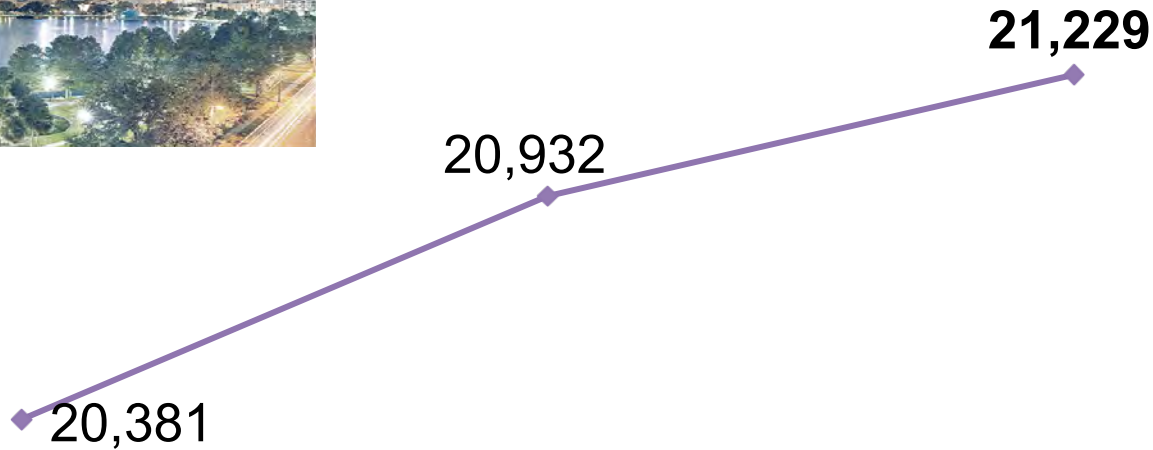
# Visitors to Permitting Services



Visitors in the Lobby Increased by  
21% from 2010 to 2013



# Business Tax Receipts



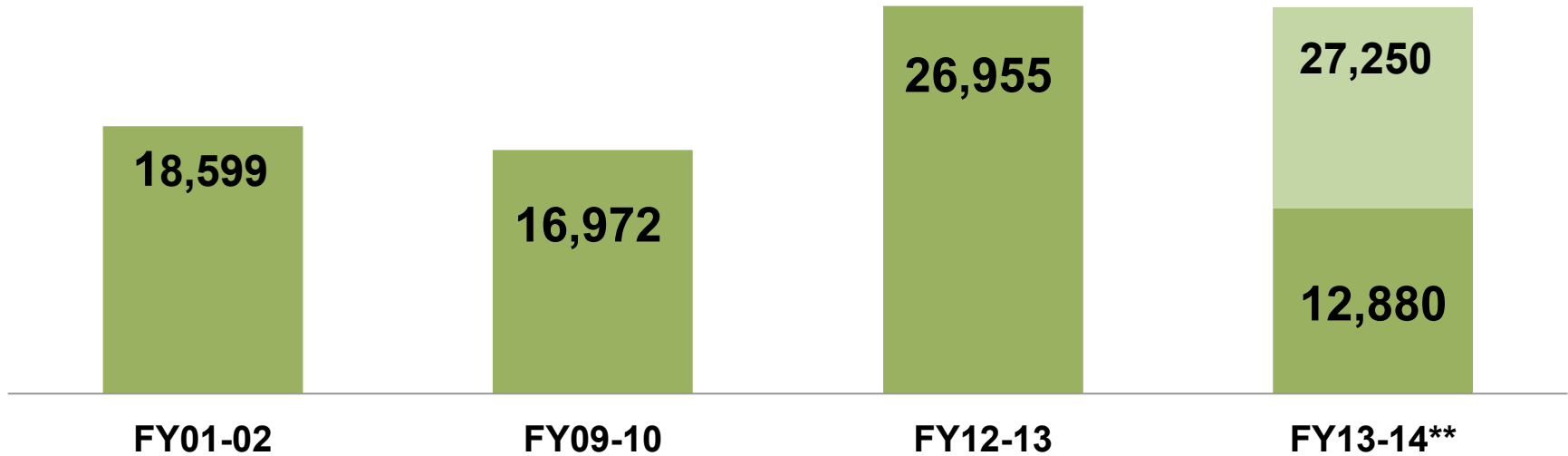
FY09-10

FY12-13

FY13-14

Business Tax Receipts increased by 4.5% from 2010 to 2014  
This represents \$7M in revenue for the General Fund.

# Permits Issued

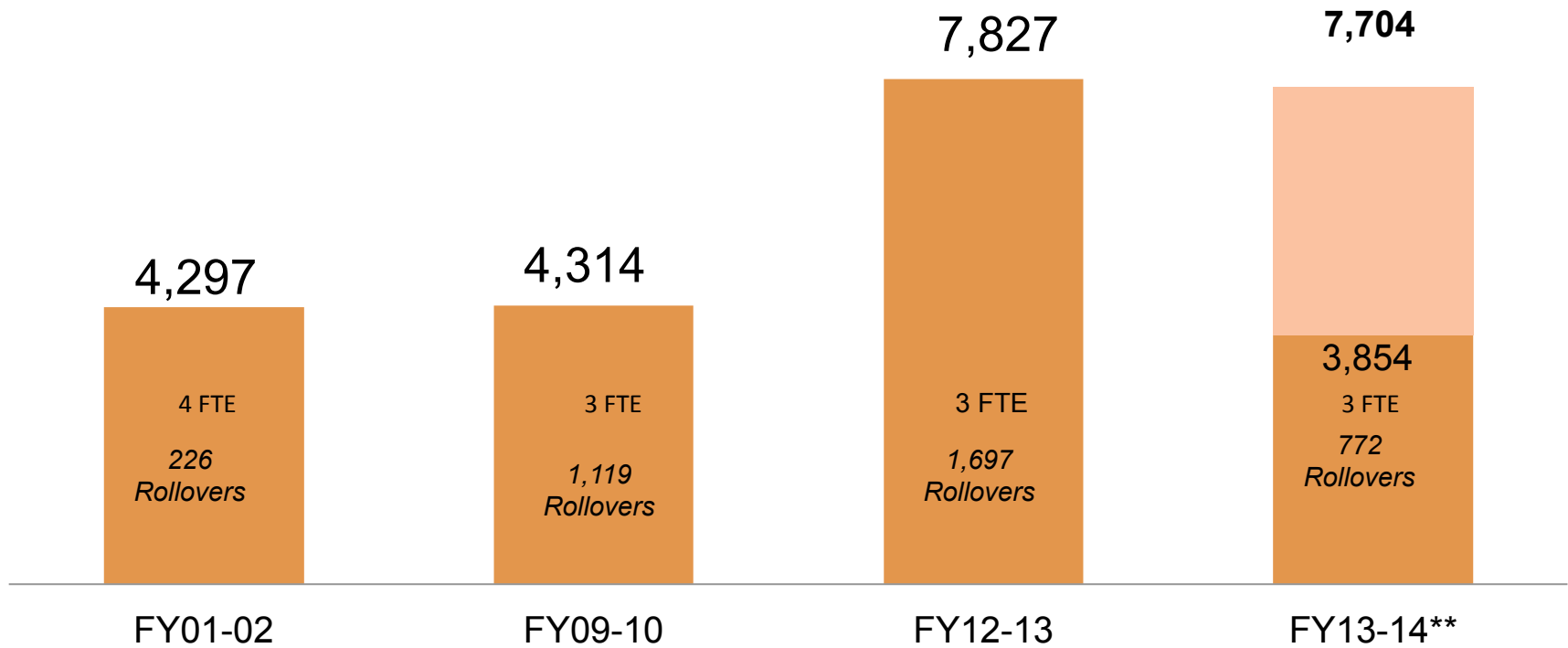


Number of Permits Issued increased by 58.8% and non Building Code related permits increased by 60% from 2010 to 2013

There are 9 general fund staff members that perform plan review.



# General Fund Related Inspections



Number of Inspections Increased by 81%  
from 2010 to 2013

8% of ALL Inspections performed are related to the  
General Fund

General Fund related Inspections are  
performed by three inspectors averaging 10.5  
Inspections per day



# Mandated/Regulatory Required Services

Permitting reviews plans, processes permits, issues tax receipts and performs inspections in accordance with Florida Building Codes, Florida Fire Prevention Code, NFPA Life Safety Code, National Electric Code, Engineering Standards Manual, Land Development Code, Florida State Statute 553 and 205 for Building Departments and Business Taxes.



# Business Development Division

The Business Development Division was reinstated in March 2013 to promote economic growth in the City

Work with entrepreneurs and business owners to expand and diversify the local economy.

Implement local and state incentive programs.

Key Areas of Focus:

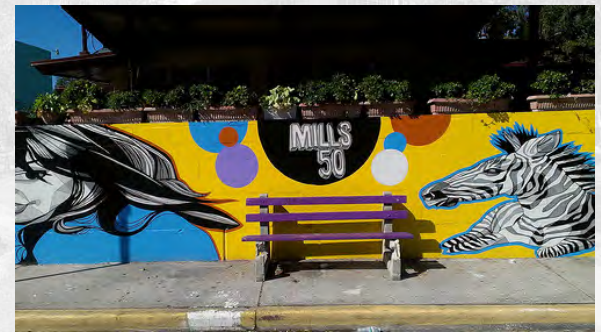
Digital Media

Manufacturing, Simulation & Technology

Life Sciences

Urban Core

Neighborhood Commercial Districts



# Division Highlights

To date in FY 2013/2014, economic development incentives were approved for **24** businesses, **970 jobs** created or proposed, **\$171M** in capital investment

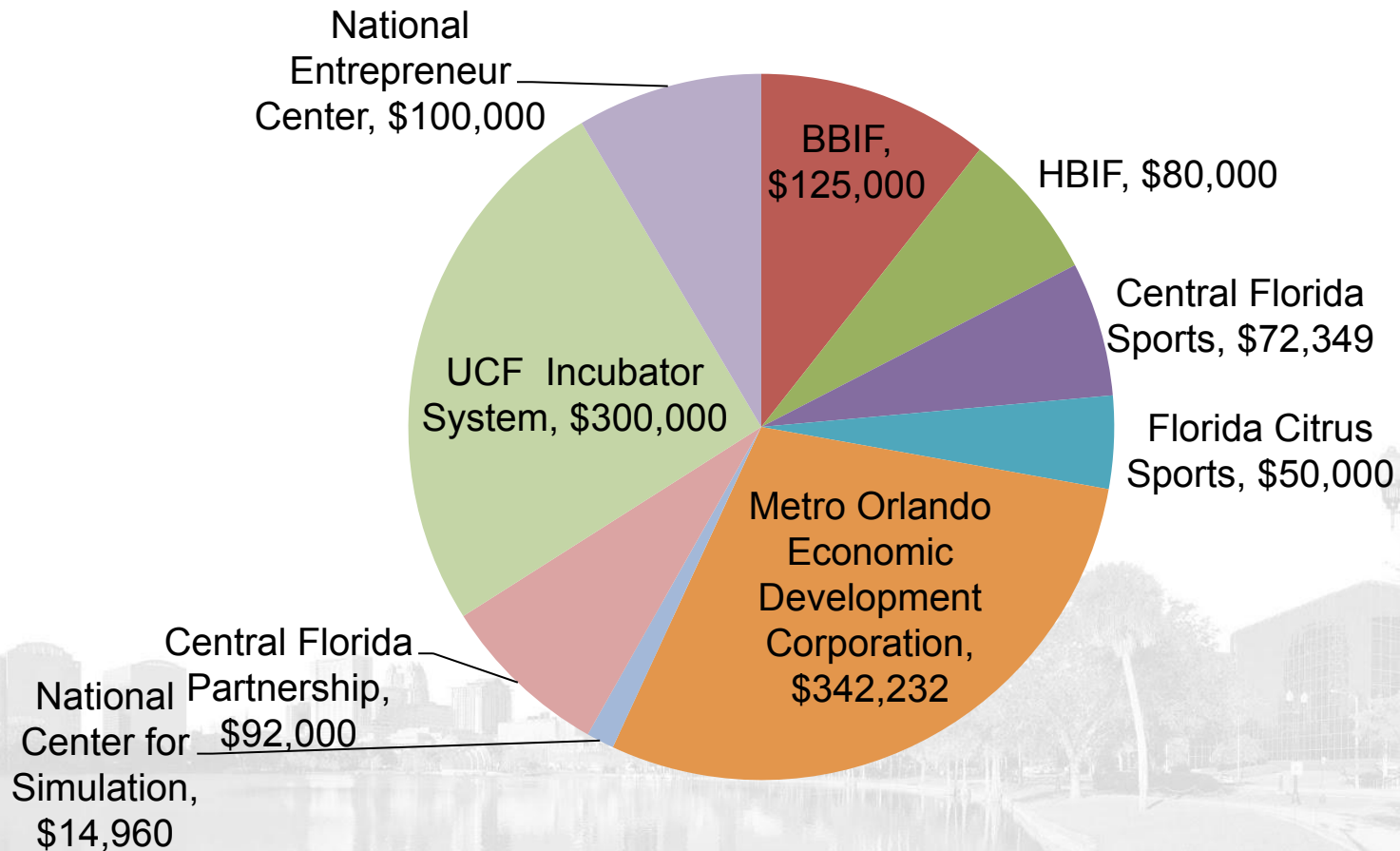
Each dollar invested is expected to return **\$78** in capital investment (excluding Main Street)

**Funding** Agreements with **9 Economic Development Organization Partners** totaling **\$1.1M**

# Partnerships

## Economic Development Organizations

Funded FY13/14:



# Business Development Programs

## Small Business Façade Program

Year	Agreements	Private Investment	Return on Investment
FY 09/10	22	\$1.4 million	\$1:\$5
FY 13/14	10	\$7.6 million	\$1:\$60

## Business Assistance Program

Year	Agreements	Private Investment	Return on Investment
FY09/10*	N/A*	N/A*	N/A*
FY 13/14	8	\$5.9 million	\$1:\$61

\* BAP frozen

# Business Development Programs

Orlando Main Street					
Year	Districts	New Businesses	New Jobs	Capital Investment	Return on Investment
FY 09/10	5	99	533	\$12,915,610	\$1:\$37
FY 13/14*	8**	81	474	\$36,812,697	***

Qualified Target Industry (QTI) Refund				
Year	Agreements	Jobs (Proposed)	Capital Investment	Return on Investment
FY 09/10	3	143	\$7.5 million	\$1:\$55
FY 13/14	6	496	\$63.7 million	\$1:\$83

\*Q1-Q2

\*\* The Orlando Tech Association will enter the program July 1, 2014 as the ninth district and first E-Street of the Orlando Main Street program.

\*\*\* FY 13/14 ROI will be calculated upon receipt of year end district budgets.



# Division Highlights

- Publix Road Fund Application: \$1.09M



# Division Highlights

- Orlando City Soccer: \$245K
- USTA Tennis Association: \$2M



# Potentially Vulnerable Programs & Impact on LOS

- **Vision Plans** – reduction or elimination of such plans would result in fewer opportunities for structured, citizen-led change and less focus on redevelopment and economic development options.
- **Special Studies** – City Council, staff, citizens and businesses would be required to obtain data from other sources
- **Lot Cleaning/Board Ups-** Increased blight from overgrown lots and safety hazards from dilapidated buildings
- **Orlando STOPS-** Increased safety hazards at intersections

# Potentially Vulnerable Programs & Impact on LOS

- **Economic Development Organization Funding-** Reduce economic development growth opportunities for the City and region
- **Business Assistance and Facade Programs-** Small business owners may not be able to open, expand or reinvest in their businesses
- **Main Street Program-** Neighborhood business districts may not flourish
- **Non-Profit Impact Fee Assistance Program-** Non Profits may not be able to expand their services in the City