

## Main Street Program

### Orlando, FL

By Neha Bhatt and Michael Ryan

Placemaking helps create vibrant streets and beautifies neighborhoods, and it can serve as a catalytic economic driver on commercial corridors. In 2007, Orlando established a city-level main street program with assistance from the National Trust for Historic Preservation's Main Street Center, which primarily works with states to set up statewide programs.

The aim of the program is to strategically target public and private investment and programming efforts in specific areas to cultivate culturally and economically significant main streets. The Orlando program starts by setting up a non-profit organization for each targeted main street. That nonprofit is charged with managing events, business recruitment and trainings, physical improvements and marketing for the street.



Image from [www.cityoforlando.net](http://www.cityoforlando.net)

The main street organization receives training and assistance from both the National Main Street Center and Orlando's own Business Development Division. It has at least one corporate partner, board of directors, annual work program, and volunteer program to involve businesses and residents.

Orlando contributes \$50,000 toward start up costs of each newly designated Main Street nonprofit organization, which must raise \$10,000 in matching funds the first year. Public contributions decrease by \$5,000 each year over the first five years, while the Main Street's fundraising target increases by the same increment until the City and the nonprofit are each contributing \$30,000 per year by the end of the fifth year. The Main Street organization works to improve the main street through activities like facilitating community events, promoting the local businesses, administering facade improvement and other programs, and filling vacant storefronts.

As of 2014, Orlando has seven designated Main Streets and one Market Street (so called because it does not meet the National Main Street Center's historic requirements for branding as a "main street"). According to the 2013 Main Street annual report, since the inception of the program, over \$500 million in investments have been made over the years on these eight corridors and adjacent neighborhoods. Other striking results include: 594 new businesses, 2,141 new full-time and 1,558 new part-time jobs, 27 business expansions, 609 building rehabilitations, 308 new housing units, and nearly 70,000 donated volunteer hours (valued at \$1.5 million).

Designating specific main streets and targeting investment along them has been a proven strategy for turning a weak-performing commercial street into a vibrant city asset that generates economic activity, preserves historic structures and empowers local neighborhoods. Currently, there are 44 formal statewide Main Street programs in the country with hundreds of local town affiliates. Orlando is one of a handful of city level Main Street programs. Six similar programs in the nation can be found in Baltimore, Boston, Detroit, Washington, DC, Milwaukee, and Portland, each with neighborhood affiliates.

**Orlando's Main Street ordinance:**

[http://edocs.ci.orlando.fl.us/asv/paperlessagenda.nsf/0f88d0f61fe7b9dc8525745d0047ea8f/8678a86c2c8bf2338525742400707a63/\\$FILE/OrlandoMainStreetResolution.docx](http://edocs.ci.orlando.fl.us/asv/paperlessagenda.nsf/0f88d0f61fe7b9dc8525745d0047ea8f/8678a86c2c8bf2338525742400707a63/$FILE/OrlandoMainStreetResolution.docx)

**Orlando's Main Street web site:**

<http://www.cityoforlando.net/business-development/main-street-neighborhoods/>

**Orlando's 2013 Main Street report:** [http://www.cityoforlando.net/business-development/wp-content/uploads/sites/26/2014/03/2013MSAnnualReport\\_Proof-4-1.pdf](http://www.cityoforlando.net/business-development/wp-content/uploads/sites/26/2014/03/2013MSAnnualReport_Proof-4-1.pdf)

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY  
OF ORLANDO, FLORIDA, ESTABLISHING THE  
ORLANDO MAIN STREET PROGRAM; PROVIDING  
PROGRAM GUIDELINES; STATING THE COUNCIL'S  
INTENT TO SUPPORT THE ORLANDO MAIN STREET  
PROGRAM FOR AN INITIAL TERM OF FIVE YEARS;  
PROVIDING FOR SEVERABILITY, REPEAL OF  
CONFLICTS, CORRECTION OF SCRIVENER'S ERRORS,  
AND AN EFFECTIVE DATE.**

**WHEREAS**, the City Council of the City of Orlando, Florida, hereby finds and declares that healthy, vibrant, and attractive neighborhood commercial districts are important to the overall health and vitality of the City's neighborhoods; and

**WHEREAS**, the City of Orlando Business Development Division has commenced planning for the development of a new citywide program with the goal of helping develop stronger and more vibrant neighborhood commercial districts; and

**WHEREAS**, the National Trust for Historic Preservation, through its National Trust Main Street Center, provides training, technical assistance, and consulting services in support of efforts to plan and implement programs designed to promote the revitalization of neighborhood commercial districts; and

**WHEREAS**, the City of Orlando wishes to engage the services of the National Trust Main Street Center to assist in the continued planning and implementation of a citywide program dedicated to promoting the revitalization of neighborhood commercial districts; and

**WHEREAS**, in conjunction with assistance from the National Trust Main Street Center, the City of Orlando wishes to establish such program and for such program to be known as the "Orlando Main Street Program"; and

**NOW, THEREFORE, IT IS RESOLVED BY THE CITY COUNCIL OF THE CITY OF ORLANDO, FLORIDA, AS FOLLOWS:**

**SECTION 1. ORLANDO MAIN STREET PROGRAM ESTABLISHED.** The "Orlando Main Street Program" is hereby established and shall be administered by the City of Orlando Business Development Division. The City of Orlando Business Development Division shall administer the Orlando Main Street Program (the "Program") in accordance with the following guidelines:

(a) The Program shall offer designated neighborhood commercial districts training, technical assistance, and staff support in order to promote and achieve a successful neighborhood commercial district.

45 (b) The Program shall establish a standard application procedure for the  
46 purpose of designating participating neighborhood commercial districts ("Designated Main  
47 Streets").  
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49 (c) Each Designated Main Street shall be a lawfully constituted, tax exempt  
50 and not for profit organization.  
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52 (d) Each Designated Main Street shall adopt an annual work program and  
53 shall utilize such committees and volunteers as is necessary to implement the annual work  
54 program.  
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56 (e) The Program shall have a full-time citywide coordinator designated from  
57 the staff of the City of Orlando Business Development Division.  
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59 (f) The Program shall take full advantage of the training, technical assistance,  
60 and consulting services of the National Trust Main Street Center in support of the Orlando Main  
61 Street Program.  
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63 (g) Each Designated Main Street shall submit a quarterly economic impact  
64 report to the Orlando Main Street citywide coordinator.  
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66 (h) The Program shall keep a record of the number of jobs created, businesses  
67 opened, buildings renovated or developed, volunteer hours donated, the public and private  
68 investments made within each Designated Main Street, and such other data and information that  
69 the citywide coordinator believes is necessary to assess the Program's effectiveness.  
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71 (i) The Program shall provide for an ad hoc Designated Main Street selection  
72 advisory committee which committee may consist of citizen volunteers from various  
73 neighborhoods around the City of Orlando, City of Orlando staff, or other business and civic  
74 leaders.  
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76 (j) The ad hoc Designated Main Street selection advisory committee shall  
77 make a recommendation to the Orlando City Council on each application for designation as an  
78 Orlando Main Street. The Orlando City Council retains final authority to designate each Orlando  
79 Main Street.  
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81 (k) The Program shall accept not more than six Designated Main Streets  
82 within the first two years of the Program, and then not more than three Designated Main Streets  
83 each year thereafter, unless additional funding is provided during the respective fiscal year.  
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85 (l) Subject to all Program requirements (including without limitation the  
86 required minimum contribution from each respective Designated Main Street as described in the  
87 schedule hereinafter) and City budget allocations in all years, each Designated Main Street shall  
88 receive funding from the City in accordance with the following schedule:  
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	City Contribution	Minimum Required Designated Main Street Contribution
Year 1	\$50,000	\$10,000
Year 2	\$45,000	\$15,000
Year 3	\$40,000	\$20,000
Year 4	\$35,000	\$25,000
Year 5	\$30,000	\$30,000

(m) The Program shall seek a corporate partner for each Designated Main Street. Selected corporate partners will provide technical, volunteer, financial, and other support to their respective Designated Main Street partner.

(n) The citywide coordinator may continue to offer technical assistance and advice to Designated Main Streets after its successful completion of the initial five year program.

**SECTION 2. INTENT TO SUPPORT THE PROGRAM.** The Orlando City Council hereby declares its intention to support the Orlando Main Street Program for an initial term of five years from the effective date of this resolution.

**SECTION 3. SCRIVENER'S ERROR.** The City Attorney may correct scrivener's errors found in this resolution by filing a corrected copy of this resolution with the City Clerk.

**SECTION 4. SEVERABILITY.** If any provision of this resolution or its application to any person or circumstance is held invalid, the invalidity does not affect other provisions or applications of this resolution which can be given effect without the invalid provision or application, and to this end the provisions of this resolution are severable.

**SECTION 5. CONFLICTS.** All other resolutions and parts of resolutions of the Orlando City Council in conflict with this resolution are repealed.

**SECTION 6. EFFECTIVE DATE.** This resolution takes effect immediately upon passage.

**DONE, AND THEN RESOLVED UPON FINAL PASSAGE,** by an affirmative vote of a majority of a quorum present of the City Council of the City of Orlando, Florida, at a regular meeting, this \_\_\_\_\_ day of \_\_\_\_\_, 2007.

BY THE MAYOR/MAYOR PRO TEMPORE OF  
THE CITY OF ORLANDO, FLORIDA:

\_\_\_\_\_  
Mayor / Mayor Pro Tempore

ATTEST, BY THE CLERK OF THE

CITY COUNCIL OF THE CITY OF  
ORLANDO, FLORIDA:

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City Clerk

APPROVED AS TO FORM AND LEGALITY  
FOR THE USE AND RELIANCE OF THE  
CITY OF ORLANDO, FLORIDA:

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City Attorney

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