Downtown Orlando

DOWNTOWN ORLANDO

INTRODUCTION	3
SITE	5
LOCATION	15
TRANSPORTATION	17
TALENT	20
EDUCATION	23
ETHOS	25
LIFESTYLE	27
SUSTAINABILITY	39
ECONOMICS	40
COMPATIBILITY	48

INTRODUCTION

Launchpad. Kitchen. Playground. Classroom. Boardroom. Muse.

While other downtowns across the U.S. have declined or embarked upon ambitious pivots, we have been thriving and growing steadily, blending the town-like charm of our brick-paved streets and friendly spirit with the unbridled vivacity and progressive verve of a world-class city. At the core of Orlando's past, present and future is its downtown, the city center of a seven county region on the rise that is defining the promise, potential and pace of the nation's third largest state. Downtown Orlando, or DTO as locals refer to it, has been the focus of countless media stories with one central theme: come, see for yourself, and we promise you'll be surprised by what you find.

Authentic Urban Infill
This is your Orlando opportunity for a true, authentic urban infill campus experience in the heart of a healthy, safe, and magnetic city center that is experiencing unprecedented momentum and growth.

Mobility Fluidity
The region's most imaginative and holistic transportation systems intersect here, delivering you everywhere.

Shovel-ready Center of Investment
The right time and the right place unite to form a site strategy for HQ2.○ that would enable it to become the commerce anchor and catalyst partner within Creative Village– a 68-acre redevelopment area, wrapped by current investments of more than $485 million that are 100% shovel-ready.

Surrounded by Amazonian Talent
In 2019, Creative Village will welcome 7,700+ students into the new University of Central Florida and Valencia College downtown campus, a facility that is planned for a projected 15,000 students.

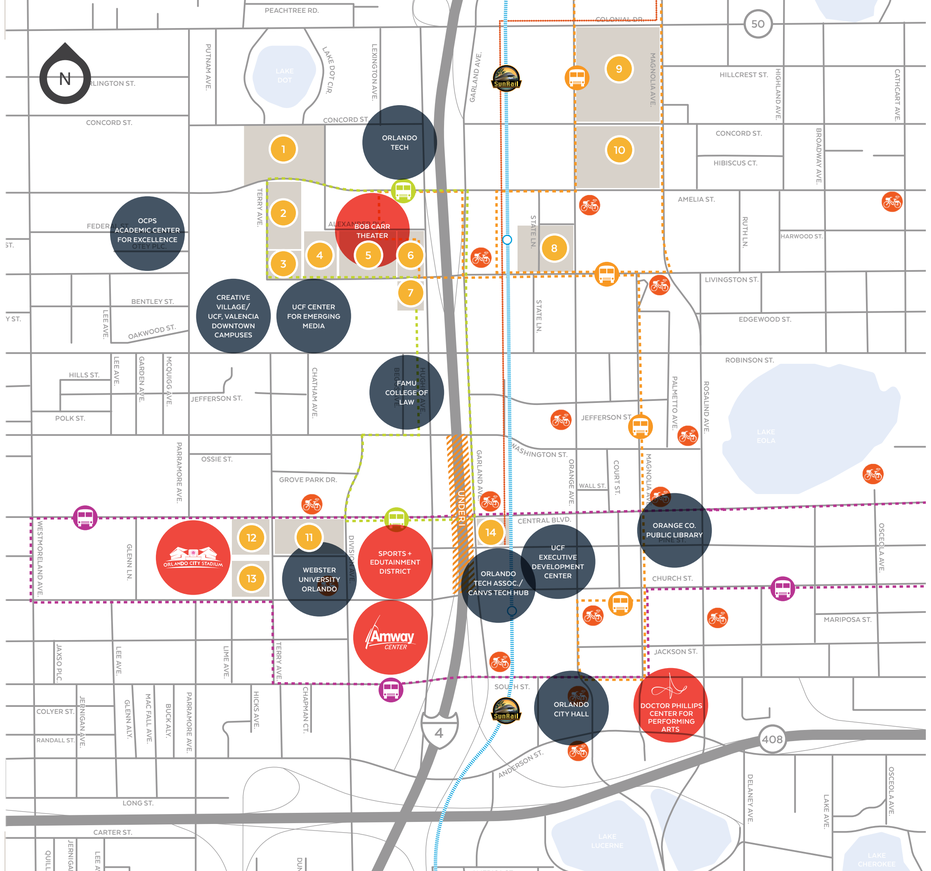
Powerful Partnership
You cannot survey our downtown skyline without seeing the monumental results of powerful partnership. From historic investments in infrastructure to vivid sports and entertainment venues, our ability to engineer complex and far-reaching public-private alliances will lead our creativity and strategy for HQ2.○.

Opportunity Economy Culture
A growth-oriented business culture that attracts the creative class has created an economically diverse center of commerce and technology that is becoming the new tech hub of the South.

Downtown Orlando is a place that delivers on promises and where our size and inclusive culture welcome all to make their mark and make us stronger. We are a place where opportunity is abundant, dreams are celebrated and accomplishments are reflected in our unique courage. Our opportunity economy is thriving, and we would be honored for Amazon to amplify it.

Legend

- EXPRESSWAY + HIGHWAY
- LOCAL THOROUGHFARE
- SUNRAIL PHASE I
- LYMMO BRT ROUTES
- MULTI-USE TRAIL
- BIKESHARE
- PROPOSED SITES
- EDUCATIONAL INSTITUTIONS/ PROGRAMS
- SPORT/ENTERTAINMENT VENUES



INTRODUCTION

Site Strategy

Some say location is everything. Others say timing is everything. When it comes to Downtown Orlando, both are right.

Our site strategy includes a campus comprised of prime parcels in our urban core surrounded by higher learning, a continuum of transportation options, a mosaic of divergent urban experiences and connected open spaces. Green spaces are anchor tenants, catalysts for commercial spaces and the spark that inspires. Blue spaces are liquid exclamation points, magnetic lakes that reflect sunsets and our city lights. The urban campus we've assembled for HQ2.O is immersed within Downtown's academic and creative class heart. HQ2.O will be surrounded by the talented workforce of tomorrow and the bright, creative minds of today.

The HQ2.O campus will be one of several catalysts within an established and expanding urban core. The site strategy enables HQ2.O to embed and expand inside our region's most kinetic area. The devised site framework provides flexibility, creativity and an array of supportive experiences and services in tandem with influential community development initiatives in addition to unprecedented public and private sector investments currently underway.

Our strategy includes custom configuration of different areas of infill redevelopment opportunities in DTO to absorb the energy and characteristics of our diverse Downtown as you progress throughout the HQ2.O campus. This exceedingly walkable campus would integrate multiple modes of transit with powerhouse regional assets like UCF Downtown. This combination of factors would fuel Creative Village, while amplifying Amazon's brand and inspiring its workforce.

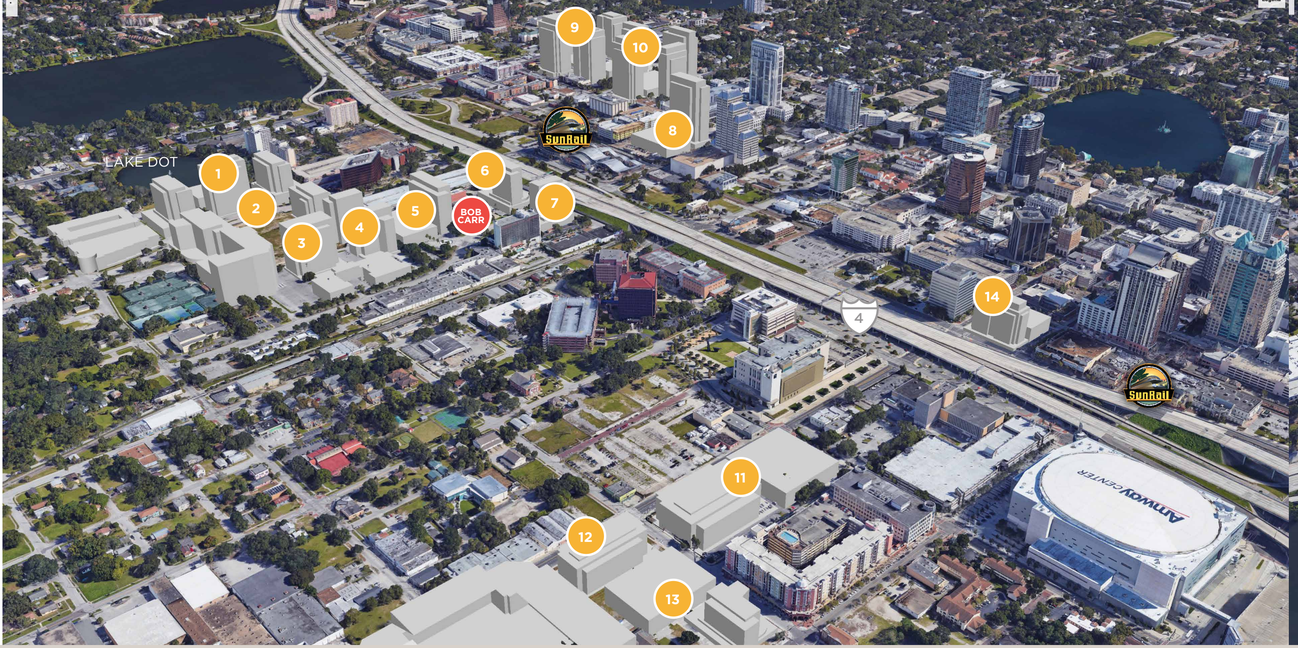
The rare opportunity to utilize large tracts of land in DTO's urban core helps Amazon answer short- and long-term growth demands in the region's epicenter.

47.41
Total acres of prime urban infill real estate

14
Urban core parcels

12M
Total square feet of entitlements on the DTO urban campus parcels

15
Minutes to walk across Amazon's DTO urban campus



HQ2.O's Connected Urban Campus Possibilities

Site Specifications

SITE NUMBER	PROPERTY NAME	SITE ACREAGE (contiguous)	PARCEL ACREAGE	PARCEL	OWNER NAME	ASSESSED VALUE	SITUS	ZONING CODE	MAX FAR	MAX PROGRAM	UTILITIES
1	Creative Village-Lake Dot	5.90	5.90	292226160608011	City of Orlando	$4,327,511	630 W Concord St	P/T/PH	6	1,542,257	
2	Creative Village-Central Park	2.49	2.49	292226185305000	City of Orlando	$2,054,281	W Amelia St	PD/T/PH	6	650,089	
3	Creative Village-South Central Park	1.00	1.00	292226185307000	City of Orlando	$994,591	W Livingston St	PD/T/PH	6	262,650	
4/5/6	Creative Village-Bob Carr	6.70	4.94	292226075800010	City of Orlando	$11,308,202	401 W Livingston St	PD/T/PH	6	1,290,305	
	Creative Village-Bob Carr West		1.76	292226185308000		$1,692,122	W Livingston St	PD/T/PH	6	460,840	Water: OUC
7	Creative Village-Marriott Parking	1.47	1.44	292226124101000	City of Orlando	$1,375,249	388 W Livingston St	P/T/PH	6	384,199	Wastewater: City of Orlando
			0.03	292226124101002		$100	306 W Livingston St	P/T/PH	6		
8	Central Station	3.57	3.57	292226122901000	Midtown Opportunities XIIB LLC	$9,120,246	434 N Orange Ave	AC-3A/T	6	932,010	Stormwater: City of Orlando
9	Orlando Sentinel North	10.99	10.99	292226928000024	Midtown Opportunities VIB LLC	$20,826,586	633 N Orange Ave	AC-3A/T	6	2,871,040	Electric: OUC
10	Orlando Sentinel South	7.72	4.35	292226928000151	Orlando Opportunities South B LLC	$7,038,034	64 E Concord St	AC-3A/T	6	2,018,222	Fiber: Multiple providers
			0.99	292226884700010		$2,239,930	75 E Amelia St	AC-3A/T	6		
			1.93	292226724400020		$3,299,408	501 N Orange Ave	AC-3A/T	6		Internet: Multiple providers
			0.45	292226593200030		$761,999	536 N Magnolia Ave	AC-3A/T	6		
11	Central Parking Lot	2.58	2.58	292226226501000	City of Orlando	$1,138,442	522 W Central Blvd	AC-2/T/PH	6	436,471	Gas: TECO
12	Orlando City Stadium	2.10	2.10	292226629102000	Orlando Soccer Stadium Land Co LLC	$2,187,512	22 S Terry Ave	AC-2/T/PH	6	548,856	All parcels have utilities in place
13	Orlando City Stadium	1.67	1.67	292226629103000	Orlando Soccer Stadium Land Co LLC	$2,740,877	114 S Terry Ave	AC-2/T/PH	6	674,309	
14	Garland Parking Lot	1.22	0.22	292226673201011	City of Orlando	$695,010	107 W Pine St	AC-3A/T/MA	6	319,643	
			1.00	292226673201001		$2,760,974	123 W Pine St	AC-3A/T	6		
	TOTAL	47.41	47.41			$74,561,075				12,390,891	

Zoning

AC-2 Urban Activity Center District. The AC-2 district is intended to provide for concentrated areas of residential, commercial, office, industrial, recreational and cultural facilities serving major subregions of the Orlando urban area, and at intensities significantly higher than in surrounding neighborhoods.

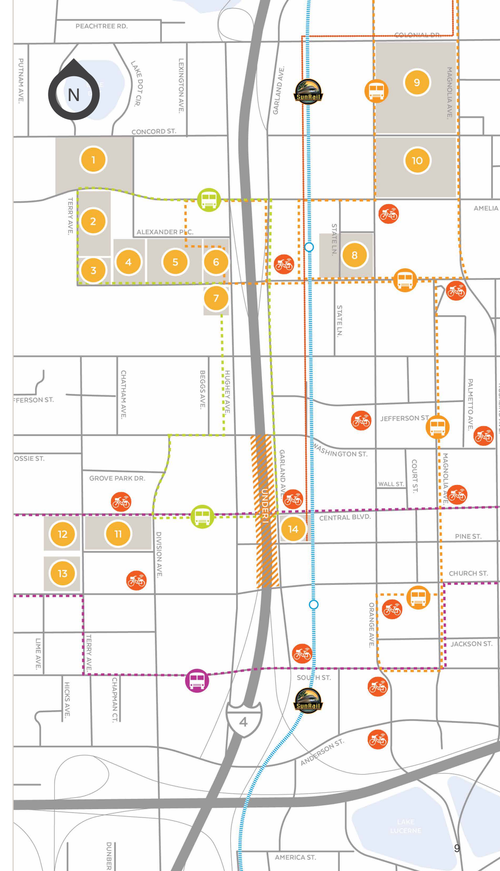
AC-3A Downtown Metropolitan Activity Core. The AC-3A district is the highest density/intensity general zoning district in the City of Orlando. It is intended to make Downtown Orlando a true regional hub for commerce, government, tourism, education, culture and retail trade.

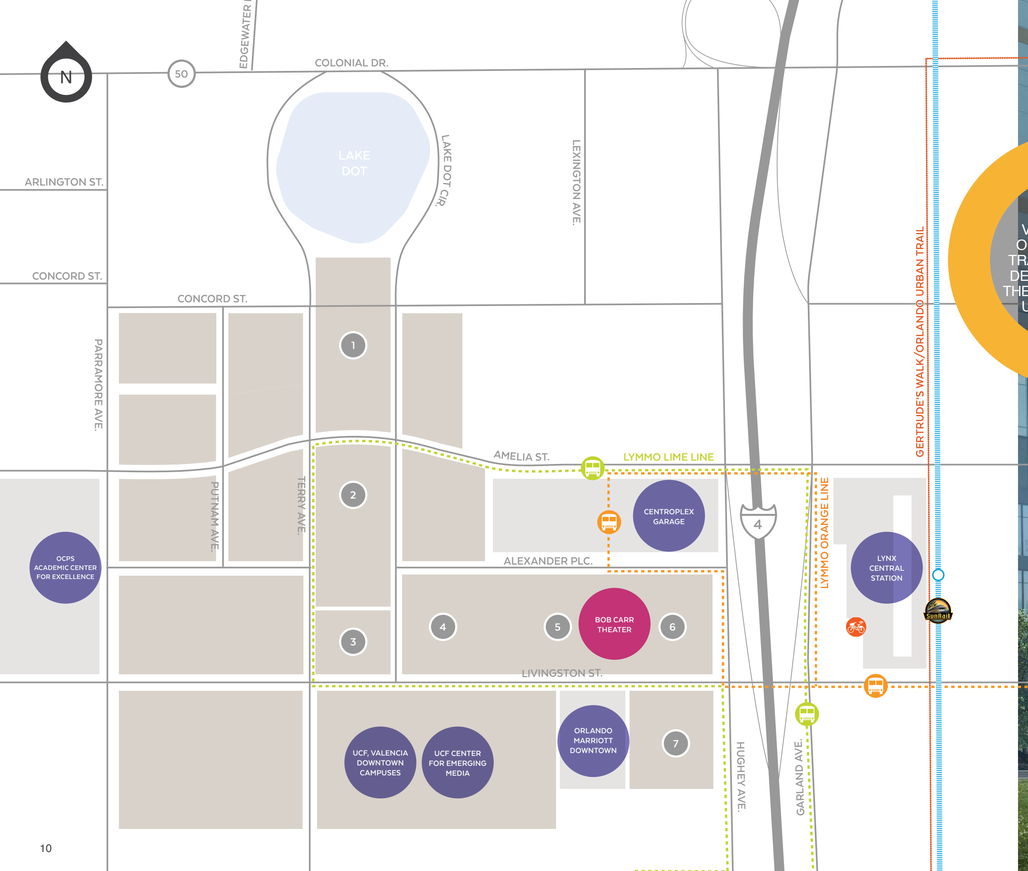
PD Planned Development - Creative Village. The PD district is intended to provide custom evaluation for individually planned developments. This PD is for Creative Village, and allows for a unique set of requirements that are not otherwise permitted in other zoning districts.

T Traditional City. The T Overlay District is intended to establish urban design standards to perpetuate the positive design elements and the residential and commercial development patterns found within the Traditional City.

PH Parramore Heritage Overlay District. The PH Overlay District is to promote the stability and prosperity of the Parramore Heritage neighborhood by reducing the over-concentration of social service uses within the district.

MA Major Attraction Overlay District. The MA Overlay District is designed to allow for major tourist oriented entertainment facilities, including increased flexibility with regard to uses, development standards, and signage.





CREATIVE VILLAGE IS ONE OF THE LARGEST TRANSIT-ORIENTED DEVELOPMENTS IN THE SOUTHEASTERN UNITED STATES

100% CITY OWNED AND SHOVEL-READY

Creative Village

A place for those who understand that brainpower is sustainable energy capable of fueling everything, Creative Village is emerging right now in the heart of Downtown Orlando.

The 68-acre public-private development includes a $485 million investment in its first phase of development. Creative Village is anchored by the nation's newest, innovative urban higher education campus, University of Central Florida's and Valencia College's Downtown Campus, and integrates a mix of affordable, market-rate and student housing with new office space for high-tech, digital media and creative companies in addition to a dynamic mix of restaurants, public art, walkable public spaces and iconic parks. Located adjacent to LYNX Central Station and SunRail and serviced by the LYMMO downtown circulator, Creative Village is one of the largest transit-oriented developments in the Southeastern United States. Education is the foundation of the Creative Village vision. In addition to the UCF + Valencia College downtown campus, Creative Village is adjacent to the new 14-acre Orange County Public Schools Academic Center for Excellence (ACE), a community school serving children in preschool through eighth grade that includes medical, dental, counseling, and childcare services for the students and their families.

The Creative Village parcels are Amazon's prime opportunity for its HQ2.O Phase I development, with turnkey sites at the epicenter of this mission-driven public-private partnership. Co-locating in Creative Village along with UCF and Valencia College will create an unprecedented opportunity to influence the educational ecosystem forming in Downtown, and impact the lifelong educational attainment of the neighboring Parramore community.

UCF + VALENCIA
DOWNTOWN CAMPUS
OVERLOOKING
CENTRAL PARK
OPENING FALL 2019

CREATIVE VILLAGE
STUDENT HOUSING
OPENING FALL 2019

When complete, this dynamic, sustainable neighborhood will support a diverse mix of uses, including a minimum of:

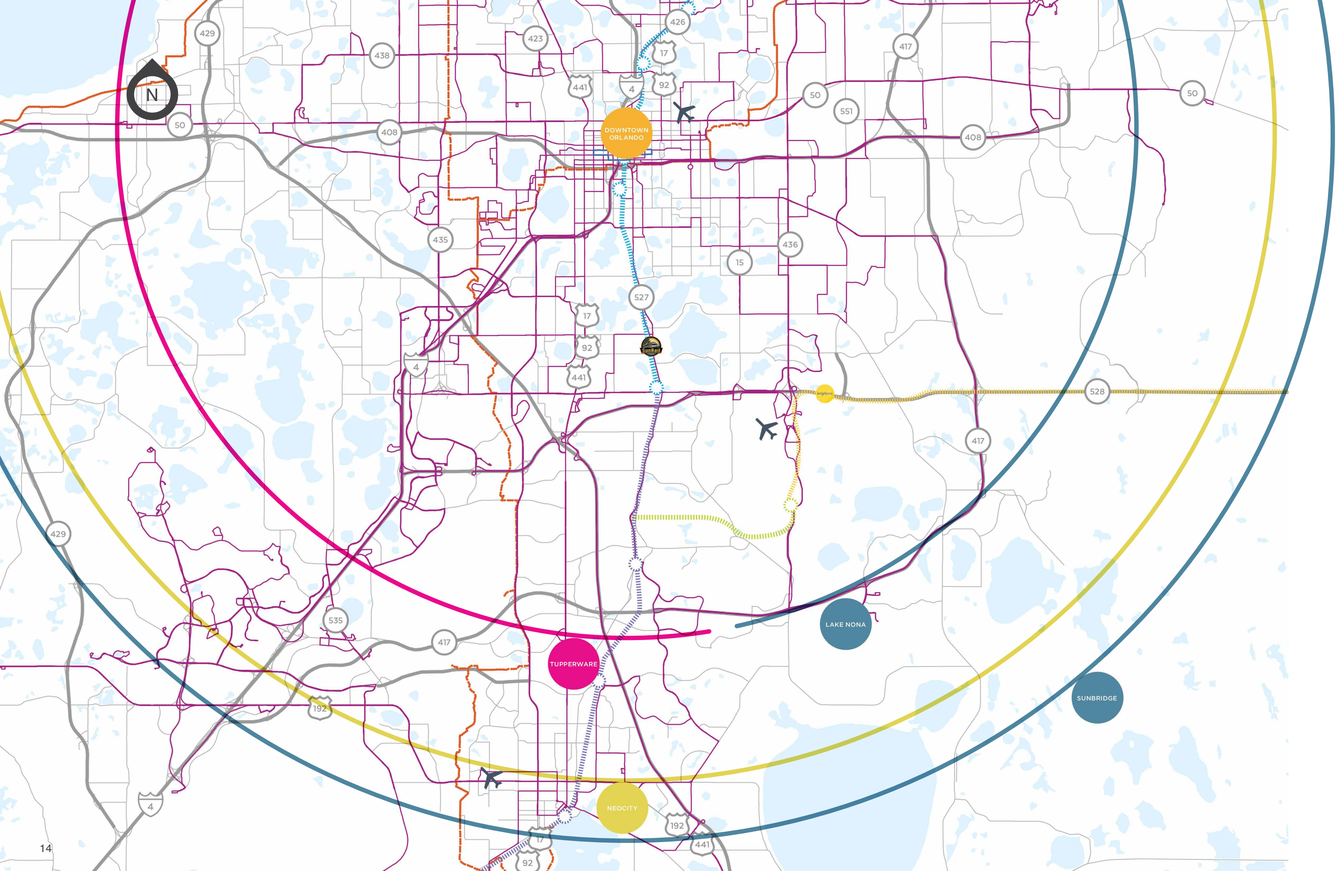
1,000,000+
Square feet of office/creative space

500,000
Square feet of education space

1,200–1,500
Residential units

125,000–150,000
Square feet of commercial/retail space

150–200
Hotel rooms



20
Miles to Tupperware

25
Miles to Lake Nona

25
Miles to NeoCity

28
Miles to Sunbridge

Location

True to our united spirit, Downtown Orlando is the ideal urban element of a blended regional location option for HQ2.O

TRANSPORTATION

The Journey is Half the Fun

The region's most advanced smart mobility network converges at HQ2.0's Downtown Orlando campus doorstep and wraps the entire campus with mobility options. SunRail, rapid transit, car share, bike share, smart parking and autonomous vehicles will circulate Amazonians fluidly throughout the campus and beyond to deliver a frictionless mobility experience with robust connectivity from day one of HQ2.0.

- Interstate-4 expansion underway (completion in 2021)
- 5 minutes/2 miles from the 408 interchange
- 12 minutes/7 miles from the 417 interchange
- 21 minutes/18 miles from the 429 interchange
- 11 minutes/7 miles from the Florida Turnpike
- 12 minutes/4 miles from the Orlando Executive Airport
- 25 minutes/13 miles from the Orlando International Airport
- 32 minutes/22 miles from the Sanford Orlando International Airport
- 76 bus routes stretching 2,500 square miles converge at the LYNX Central Station
- 4 LYMMO routes circulating through Downtown for more than one million passenger trips per year

Vivid districts and neighborhoods are woven together through a brand new urban trail system that transforms "getting around" into "getting connected." Tree lined brick-paved streets and wide, open sidewalks graciously connect people from home or office to restaurants, events, green spaces and blue spaces. Because the truth is, there's another, perhaps greater half of DTO you have to slow down to see.

Collaboration Moves Us
An example of the creativity and collaboration Amazon can expect is exemplified in our approach to helping develop a customized transportation solution for Florida Hospital's Health Village. Florida Hospital employees get a 25 percent subsidy from the hospital on their monthly SunRail passes and prepaid value plans through their Commuter Benefit provider. The remaining 75% is deducted, pre-tax through payroll. SunRail has worked with the hospital to provide first-time riders with a special pass that provides a free 30-day trial designed to spur mass transit adoption for traditional commuters.

Spend less time getting there.

4
SunRail stations in DTO

25
Minutes from the Orlando International Airport (MCO)

9.6
Miles of LYMMO rapid transit circulating throughout DTO

6
Car share locations

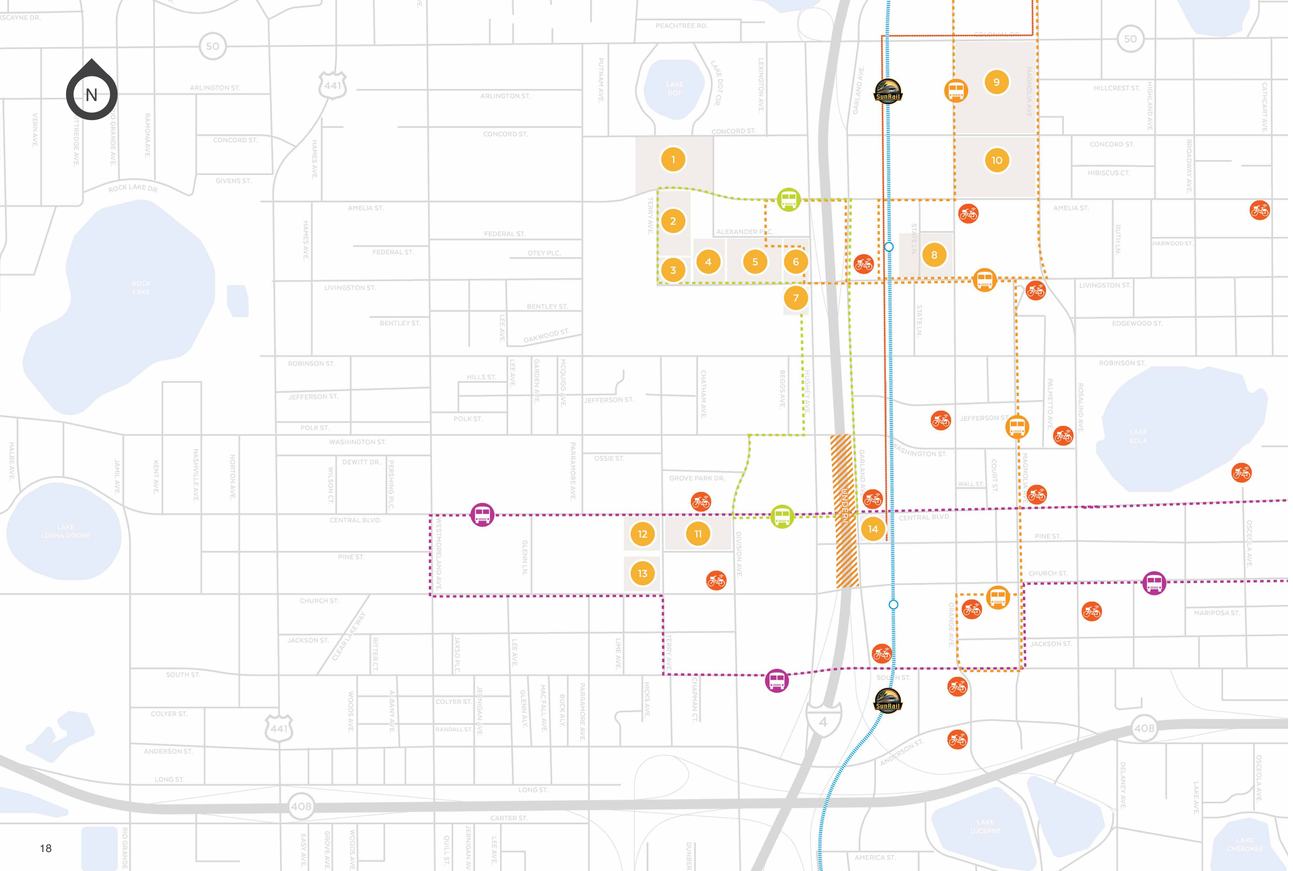
Trade miles per hour for moments per hour.

8
Pedal-powered swan boats for rent at Lake Eola Park

901
Miles of sidewalks

23
Bike share pick-up locations

265
Miles of bike lanes



Legend

- EXPRESSWAY + HIGHWAY
- LOCAL THOROUGHFARE
- SUNRAIL PHASE I
- LYMMO BRT ROUTES
- MULTI-USE TRAIL
- BIKESHARE
- PROPOSED SITES
- EDUCATIONAL INSTITUTIONS/PROGRAMS
- SPORT/ENTERTAINMENT VENUES

The region's most advanced smart mobility network converges at HQ2.O's urban doorstep, wrapping the entire campus with mobility fluidity.

TALENT

Techforce

Every day, a workforce of more than 78,000 power DTO's opportunity economy, making it one of the region's major employment centers and home to headquarters, satellite offices, tenacious tech companies and spirited start-ups. Centrality, livability, mobility and accessibility are among the reasons they choose DTO as their business home.

Commerce and creativity thrive in Orlando, home to a well-established, $14 billion technology industry and a rapidly-growing collection of innovative startups that are pushing boundaries and finding new ways to solve problems. The members of our community are dynamic and forward-thinking technologists driving progress in advanced military simulation and training, software development, digital media, gaming, and film, among other sectors.

The future of our city is being shaped every day by innovative companies, civic entities, non-profits and educational institutions, all collaborating to shape educational programs, create workspaces, fund incubator and accelerator programs and build the infrastructure that inspires and unleashes the human capacity to create.

Our tech community support system is diverse, with leadership of our largest ecosystem players represented by women, Latino, African American and LGBTQ leaders. Central Florida has a Women and Minorities in Tech group as well as Black Orlando Tech.

Educational institutions, the Orlando Tech Association, co-working spaces, Starter Studio, other incubators and accelerators, and Firespring Fund are all part of the necessary primeval soup that propels the creation of a healthy tech ecosystem that is unique to the Southeast and especially to Florida.

78,000+
People work in DTO

$14,000,000,000
Technology industry thrives in Orlando

10,900,000
Rentable square feet of office space

89.8%
Office occupancy rate

3
Mobile carriers bringing DAS Nodes for 5G service into DTO

Orlando Tech Association (OTA)
With a mission to support tech companies of all sizes, OTA provides networking and education to Orlando's talented techforce, tech-focused programming, such as Orlando Tech Week, and a unified voice for tech leaders and companies. Recognized for its influence and promise, OTA was invited to the White House under President Obama and is the largest tech related meet-up in the Southeast with over 4,000 subscribers via meetup.com.

Canvs + Catalyst + Colab
Canvs, Catalyst and Colab exemplify DTO's commitment to supporting those who wish to start and grow a company, with a focus on further developing DTO as a center for technology. Currently home to 100+ companies working in areas of technology, these progressive coworking hubs are a vital part of DTO's entrepreneurial ecosystem, helping seed and grow our talented techforce.

Starter Studio
Starter Studio is an accelerator program for technology related startups in the earliest stages of development. As a non-profit focused on helping emerging tech entrepreneurs convert their ideas to viable business strategies, the program provides teams the unique opportunity to gain education, mentorship, legal and financial resources, networking opportunities, and the right culture to help innovative solutions grow.

FireSpring Fund
FireSpring Fund, one of only three evergreen multimillion-dollar seed funds, was established to provide seed-stage capital to high-growth-potential, early-stage technology companies in Florida. In addition, FireSpring Fund provides an advanced Accelerator which provides education, mentorship, peer support, feedback and other learning opportunities to gain customers and market share and to ready companies for venture capital funding.

UCF Business Incubation Program
UCF Business Incubation Program (UCFBIP) helps early-stage companies develop into financially stable, high-impact enterprises by providing resources and services that facilitate smarter, faster growth. UCFBIP has directly or indirectly produced and sustained more than 4,700 permanent, high-quality jobs within our region, many of these in high technology industry sectors.

Downtown Orlando Partnership
Downtown Orlando Partnership is the boutique business chamber that hyper focuses exclusively on DTO and is dedicated to enhancing business and community relationships through collaborative events and initiatives. One of its programs, Connect DTO, is a six-month course that offers in-depth insights into Downtown Orlando. Class members participate in educational sessions, tours and small group conversations with community leaders. Session topics include downtown real estate, art and culture, sport and entertainment, lodging and dining, technology, quality of life and more.

S SCIENCE
T TECHNOLOGY
E ENGINEERING
A ART
M MATH

DTO's unique educational ecosystem goes beyond STEM to include art. Our STEAM curriculum encourages radical thinking and kinetic exploration, the cornerstones of invention and creativity.

Orlando Science Center Preschool
The Orlando Science Center Preschool offers an environment unmatched by any other preschool in Central Florida. A curriculum for ages 3-5 features diverse, hands-on STEM experiences integrated with a creative curriculum that excites young learners, encourages curiosity and develops critical thinking skills.

Orlando Rep Youth Academy
The REP Youth Academy provides a professional theatrical experience in an educational environment that is by, for and about young people. With a variety of classes during the school year and summer for all age groups (3-18), participants develop their acting, vocal, dance and design skills to produce and perform in their own full-scale productions.

EDUCATION

Energized Education

The future of education lives here. Downtown Orlando is the classroom where every age and life stage is powered by enriched education, including the arts.

Education is one of the major catalysts actively transforming Downtown Orlando. As educational institutions expand within DTO, so does the potential to cultivate leaders for our opportunity economy. Our unified focus is on developing 21st century skills–creativity, collaboration, communication and critical thinking–to ensure that our students can conquer all of the challenges put before them in our increasingly technological world.

STEM is no longer an option, it is the future. The infusion of Art into STEM focused curriculum and programming is one of the distinctions of the DTO's energized education ecosystem.

UCF Downtown
UCF Downtown will be the academic heart of our city that's already attracting national attention for its entrepreneurial, high-tech and creative economy. The new campus will bring students Downtown to study degree programs that align with the region's emerging industries, particularly in DTO. Beginning in the fall of 2019, 7,700 students will be living, learning and working next to the HQ2.0 site within Creative Village. The campus is planned to grow to 15,000 students.

Valencia College
Valencia College offers the first two years of general-studies courses and programs in digital media and health-information technology at the new downtown campus. Valencia will relocate its Walt Disney World School of Hospitality and Culinary Arts Hospitality school to Creative Village and also provide workforce training and other certificates to increase access to education in DTO.

Florida Interactive Entertainment Academy (FIEA)
FIEA is UCF's graduate program for interactive entertainment. Students work as producers, programmers or artists on real-world projects, complete with real-world milestone expectations and deadlines. The program is ranked No. 2 in the U.S. by the Princeton Review and has alumni working at 135+ companies including Nintendo, Marvel, Apple, Industrial Light & Magic, Electronic Arts and Blizzard Entertainment.

Orange County Public Schools' Orange Technical College
Orange Technical College Orlando Campus began serving technical education needs in 1933. Students and faculty represent a broad spectrum of cultural, national and ethnic backgrounds reflective of the DTO community. Learning is enhanced by a campus-wide electronic delivery system of multimedia learning resources used to deliver advanced instruction to students.

Florida Agriculture and Mechanical University College of Law
Located in the heart of DTO, students have access to a state-of-the-art facility, mere blocks from governmental offices, major law firms, large corporations and legal services agencies. Florida A&M University College of Law celebrates DTO's diversity as shown in its 79% minority and 54% female student body. In fact, in the past five years, Florida A&M University College of Law has produced more African-American lawyers than every other Florida law school combined. It is ranked No. 4 among the state's 11 law schools.

Orange County Public Library WhizKids Club
WhizKids is a tech club for ages 6-12. Participants create comics, animate images, mix music, make movies, design games, apply code and more. Classes, labs and hangouts are scheduled throughout the year at all 16 branches of the county's library system.

Page 15
With its annual Young Writers Summer Camp, authors in grades 2-12 get the opportunity to write, illustrate and publish their own book. The camp encourages budding wordsmiths and reluctant writers with personal attention from published authors, editors and illustrators, giving them the opportunity to share their voices and tell their stories.

Orange County Public Schools Magnets and ACE
Orange County has established diverse magnet program for K-12 students who seek more intensive studies in world languages, digital media, aviation and the arts. DTO's newest school, the Academic Center for Excellence (ACE) is adjacent to Creative Village and provides education for students in preschool through

Howard Middle School Visual and Performing Arts Academy
Programming at this award-winning magnet school provides students with advanced core courses while preparing them for careers in theater, dance, music and visual arts. There are many opportunities during the year for students to showcase their talents at concerts, recitals, exhibits and competitions at some of downtown Orlando's premier venues.

The Melrose Center
The second floor of the Orlando Public Library houses 26,000 sq. ft. of space, equipment and resources dedicated to creativity and technology. Every day, the Center's calendar is packed with classes that provide lifelong learners access to simulation, 3D printing, programming, video production, sound mixing, lighting, photography and more.

An Ethos of Love

You can learn everything about the future of a city by the way they treat people.

Downtown Orlando is the heart of our region and this means more than a geographic center; this is about the way we treat one another and the legacy we are leaving for tomorrow. The common ties that bind people, businesses, organizations and institutions make up our unique DTO community. Strong linkages and collaboration among these diverse groups create an intricate and colorful social fabric that supports and cares for our community, its economy and our most precious natural resource of all—our people.

We are a diverse and open community that takes pride in taking care of our own and celebrates the kaleidoscope of diversity that defines us. Orlando United is our universal rally cry and we wrap ourselves tightly in a rainbow every day of the year—not just for PRIDE month.

When our community was confronted with unthinkable hate at the Pulse nightclub, we responded with compassion, unity and *love*. In an instant, what would have potentially torn apart other places, had the opposite effect on Downtown Orlando. Faith leaders shifted to sermons of love over hate. Children created artwork and makeshift lawn posters emblazoned with rainbows. We adopted the rainbow as the universal brand color of Downtown Orlando.

The events at Pulse galvanized our community, demonstrating our courage, collaborative spirit and strength under dire circumstances. We united around tragedy and through this journey, we have shown the world and one another what a resilient, compassionate place looks like. It is with deep sorrow that we have already had to share our experience with another city. While preparing this submission, members of our City of Orlando team were in Las Vegas sharing lessons we have learned to help their city acclimate and coordinate resources in the wake of their tragedy.

Today we continue our progressive social justice agenda to nurture equality and advance humanity. The Orlando City Council signed the Charter for Compassion and unanimously adopted a resolution designating Orlando as a Compassionate City. By signing the charter, Orlando joins the more than 50 countries, 70 cities and two million individuals around the globe who have committed to working together to embrace and apply compassionate solutions.

Throughout Orlando, communities continue to organize supplies, clothing and other donations for delivery to Puerto Rico. We have also begun welcoming evacuees who have lost their homes and livelihoods due to Hurricane Maria and helping them connect with resources and services.

We will continue to foster and grow a culture of respect and an environment that celebrates service and compassion, where people understand their connection to the larger whole, receive outstanding service and support and exist within a place whose only goal is to help them thrive.

> “Once you’re out from under the mouse’s watch, the city feels more like a warmer version of the Pacific Northwest than it does sprawling modern Florida.”
>
> MATT MELTZER
> *Thrillist*, Published 04/04/2017

12,098
Residential units in DTO core

2,220
Residential units in pre-development or construction

2,177
New residential units in progress

$1.70
Average residential rental rate per square foot

LIFESTYLE

Lifestyle, Your Style

The New York Times listed Orlando #13 out of 52 places to go in the world in 2015, citing DTO’s new performing arts center, major league soccer team and nom-worthy food scene. Our growing arts community, music and theater stages, museums and indoor and outdoor sports venues create an experience destination that offers a distinctively different version of “attractions.”

DTO’s scale and design magically juxtapose the vivacity of an urban core with the charm and size of a big town. If you want an instant look of surprise from an Orlando newbie, take them on a drive down Orange Avenue and then into Eola Heights, Thornton Park, Delaney Park or Colonialtown. Sky-high apartments, condos and business towers transition within blocks to mature oak trees shading brick-paved streets accented by neighborhood cafés, shops, bars, galleries and yoga studios and onto historic homes, lavish estates and quaint bungalows.

200+
Dining and entertainment spots including James Beard-nominated chefs

1,100+
Annual events

4
New world-class sports and entertainment venues

1,600+
Hotel rooms in DTO

Rally. Revel. Repeat.

Sports + Entertainment

Whether planning a family field trip, night out with friends or entertaining business colleagues, we've got your ticket to the big game.

Hosting is in our DNA. It is a common thread that connects our community: government officials, centers of transportation, visitors' bureaus, corporate partners, theme parks, media outlets, marketing and event planners, a vast array of hospitality providers and an extensive network of volunteers. This rare, calibrated synergy powers the infrastructure that magnetizes the world to Orlando year-round for global sports and entertainment events. No other city in the Southeast can deliver fan experiences from arrival to departure to memories that last a lifetime like Orlando.

World Cup, NBA All-Star, NFL Pro Bowl, NCAA basketball tournaments, WrestleMania, Call of Duty World Championship… pick a sport and chances are that we've not only hosted it, but also set a new standard in its fan experience because Orlandoans know how to rally, revel and repeat.

4

Professional sports teams

107

Regular season home games

3

Nationally televised NCAA college bowl games are hosted in DTO

We bleed purple

In 2014, the *Boston Globe* recognized Downtown Orlando's Wall Street as one of the best places in the U.S. to watch the World Cup, the only city in the Southeast to make the list—and this was before we even had an MLS team. Fast forward to our inaugural game in 2015 when 62,358 fans "filled the bowl" to watch Orlando City's first MLS match inside of Camping World Stadium. Today, games are held inside of a sleek, new state-of-the-art soccer stadium in Downtown Orlando, and once you've attended a game, you'll see that the energy of 25,500 proud Orlando fans make it feel like triple that capacity. Season ticket holders are everyone's best friend. The streets and bars fill with a sea of purple on game day–regardless of whether it's at home or away. We bleed purple for our lions. Step inside our stadium on game day. Head to a bar on game day. Just walk outside and try to not spot a neighbor in purple. Overnight, Orlando has become a soccer town and no Amazonian will ever have to experience soccer separation anxiety.

All the City's a Stage, Gallery, Museum, and Canvas

Arts + Culture

Dr. Phillips Center for the Performing Arts
If it's a show you're looking for, the Dr. Phillips Center for the Performing Arts offers plenty of shows such as Broadway musicals, ballet, jazz concerts, Pecha Kucha, private events and more. The venue features a 2,700-seat amplified hall, 300-seat venue for smaller shows and events with construction underway on a 1,700-seat acoustic hall for ballet, operas and orchestral performances.

Loch Haven Park
Art meets science and sunshine at this 45-acre cultural park. Nestled between three lakes and part of the Ivanhoe Village Main Street District, Loch Haven Park is home to the Orlando Shakespeare Theater, Orlando Ballet Company & School, Orlando Science Center, Orlando Repertory Theatre, Orlando Museum of Art, Orlando Fire Museum, Mennello Museum of American Art and "The Mayor," one of the region's oldest and largest oak trees.

Downtown Arts District
The Downtown Arts District is a non-profit organization dedicated to advancing arts and economic development in the City of Orlando. Comprising a series of cultural communities, the Arts District encompasses the visual arts, literature, the performing arts including music, drama, film, dance and arts, along with culture-related retail businesses. The Downtown Arts District also provides funding support, manages and operates CityArts Factory, a 20,000 sq. ft. multi-use arts destination in DTO.

Functionally Literate
Functionally Literate, created by a local publisher, Burrow Press, is a quarterly reading series that pairs the best writers in Central Florida with award-winning visiting writers from all over the world, bringing contemporary literature to the City of Orlando.

Murals
From graffiti art at the Wynwood Walls-esque WestArt District, to mesmerizing sky-high murals serving as exclamation points throughout Downtown and surrounding districts, all you have to do is look up and around for eye candy.

Mad Cow Theatre
This local theatre and crowd favorite, Mad Cow Theatre offers a wide variety of shows from comedic performances to musicals.

Grand Bohemian Gallery
Step into this gallery, located inside the luxurious Grand Bohemian Hotel Orlando and admire more than 150 curated works of art by local, regional and internationally acclaimed artists.

Snap! Orlando
Snap! Orlando is a leading Florida contemporary art organization with two galleries and more than 100 exhibited international photographers and multimedia artists.

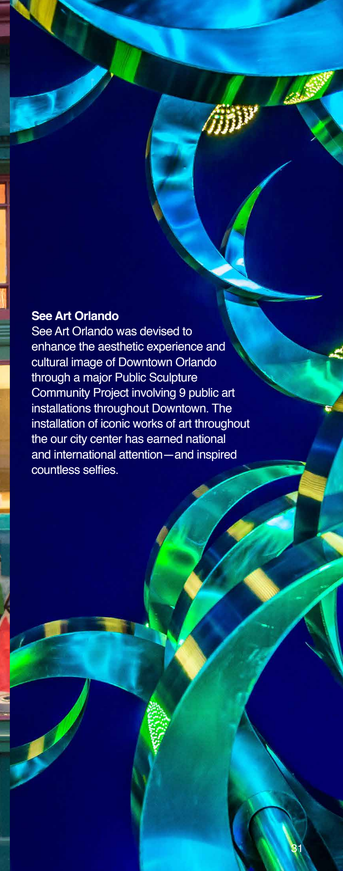
Third Thursday Gallery Hop
On the third Thursday of every month, thousands of visitors converge in Downtown to celebrate art during the Third Thursday Gallery Hop. The Gallery Hop is hosted by the Downtown Arts District and features numerous galleries and non-traditional art venues that spotlight the best of established and emerging Orlando-based artists in tandem with nationally and internationally acclaimed artists.

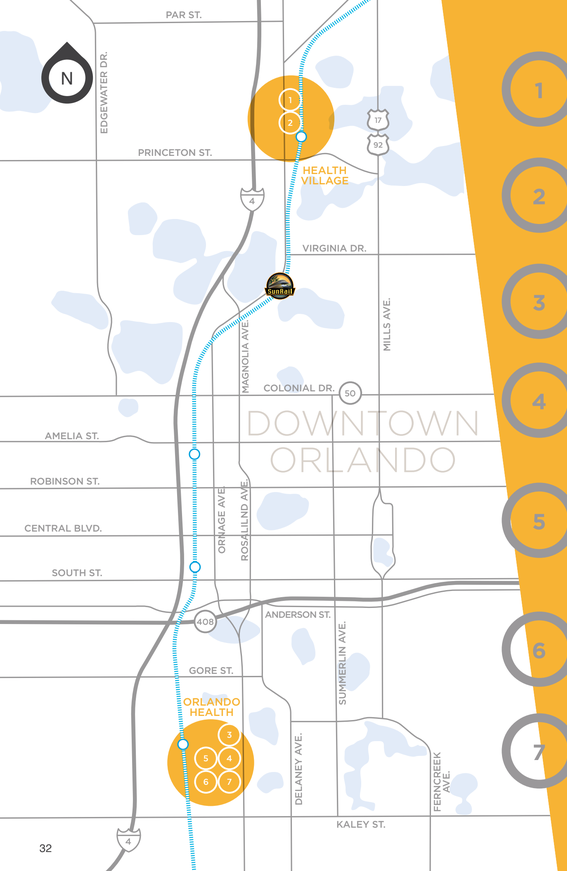
Art in Odd Places (AiOP)
Art in Odd Places is made up of a group of arts professionals who work collaboratively to produce the festival. Most of the organizing happens around busy, work/life schedules to create an opportunity for creativity to inspire daily lives. AiOP 2017: NOISE/Orlando is brought to Orlando by the Downtown Arts District and is funded by grants, sponsorships and individual donations.

IMMERSE
Hundreds of unexpected arts encounters are the centerpiece of the Creative City Project's annual performing and interactive arts festival, IMMERSE. More than 1,000 innovative artists from around the world take the stages in the streets and public spaces of Downtown Orlando captivating audiences with unique, spectacular experiences. A renowned destination arts event, IMMERSE anticipates welcoming 100,000 visitors to the 4-day event in 2020.

Gallery at Avalon Island
Located in the Downtown Arts District, the Gallery at Avalon Island is a contemporary art space housed in an historic landmark. The gallery is located in the Queen Anne style Rogers Building. Built in 1886, it is one of the oldest operational buildings in Orlando. The gallery is a revered cultural fixture because of its varied gallery installations and unique literary and film event programming.

See Art Orlando
See Art Orlando was devised to enhance the aesthetic experience and cultural image of Downtown Orlando through a major Public Sculpture Community Project involving 9 public art installations throughout Downtown. The installation of iconic works of art throughout the our city center has earned national and international attention—and inspired countless selfies.





1

Health Village
Florida Hospital Health Village is a healthcare and life sciences mixed-used urban community located on 172 acres within vibrant Downtown Orlando. Discovery-oriented, the purpose of Health Village is to unify our health sciences and technologies by providing a wide spectrum of powerfully aligned resources that supports rapid translation of MedTech products and services to accelerate time to market.

2

Florida Hospital Downtown
One of the nation's largest not-for-profit hospitals in the U.S., Florida Hospital was recently recognized as the No. 1 hospital in Orlando for the seventh consecutive year by *U.S. News & World Report* and one of America's best hospitals in 14 types of care. Florida Hospital has been delivering world-class healthcare to the Orlando region for more than a century, including cancer, cardiac, children's and women's care specializations.

3

Orlando Health
Located on the south end of Downtown Orlando, ORMC offers the most advanced care available for holistic surgical and medical needs with our region's only Level One Trauma Center. Orlando Health is the fifth largest regional employer with nearly 14,000 employees and more than 2,000 affiliated physicians.

4

Arnold Palmer Hospital for Children
Orlando's only "Best Children's Hospital" by *U.S. News and World Report,* Arnold Palmer Hospital for Children is a 158-bed pediatric hospital facility and the only hospital in Central Florida with an emergency/trauma department dedicated to pediatric patients and is also home to the Congenital Heart Institute (CHI), created by a partnership with Miami Children's Hospital.

5

Winnie Palmer Hospital for Women & Babies
The Winnie Palmer Hospital for Women and Babies is a 285-bed hospital facility located in Downtown Orlando. Winnie Palmer Hospital is the third-largest birthing center in the U.S. and provides complete women's care from obstetrics and high-risk births to gynecological services. Annually, more than 14,500 babies are born at Winnie Palmer Hospital, making it the busiest labor and delivery unit in the state of Florida and one of the busiest in the nation. The hospital is also home to the fourth-largest Level III (highest level) Neonatal Intensive Care Unit (NICU) in the nation.

6

Orlando Health UF Health Cancer Center
The Orlando Health UF Health Cancer Center is a comprehensive facility specializing in treating numerous cancers, while utilizing a team approach to achieve optimal patient treatment and outcomes. It is the only Orlando center in Orlando and one of four center in the state of Florida to receive the Excellence Award which recognizes organizations for demonstrating commitment to excellence by providing patient-centered coordinated care for those undergoing cancer treatment and therapy in Florida.

7

Orlando Health Heart Institute - Main Campus
The Orlando Health Heart Institute is Central Florida's top cardiac team, providing heart health services and treatments from its main Downtown campus throughout the region at numerous locations.

DNA of Our Healthy DTO Healthcare

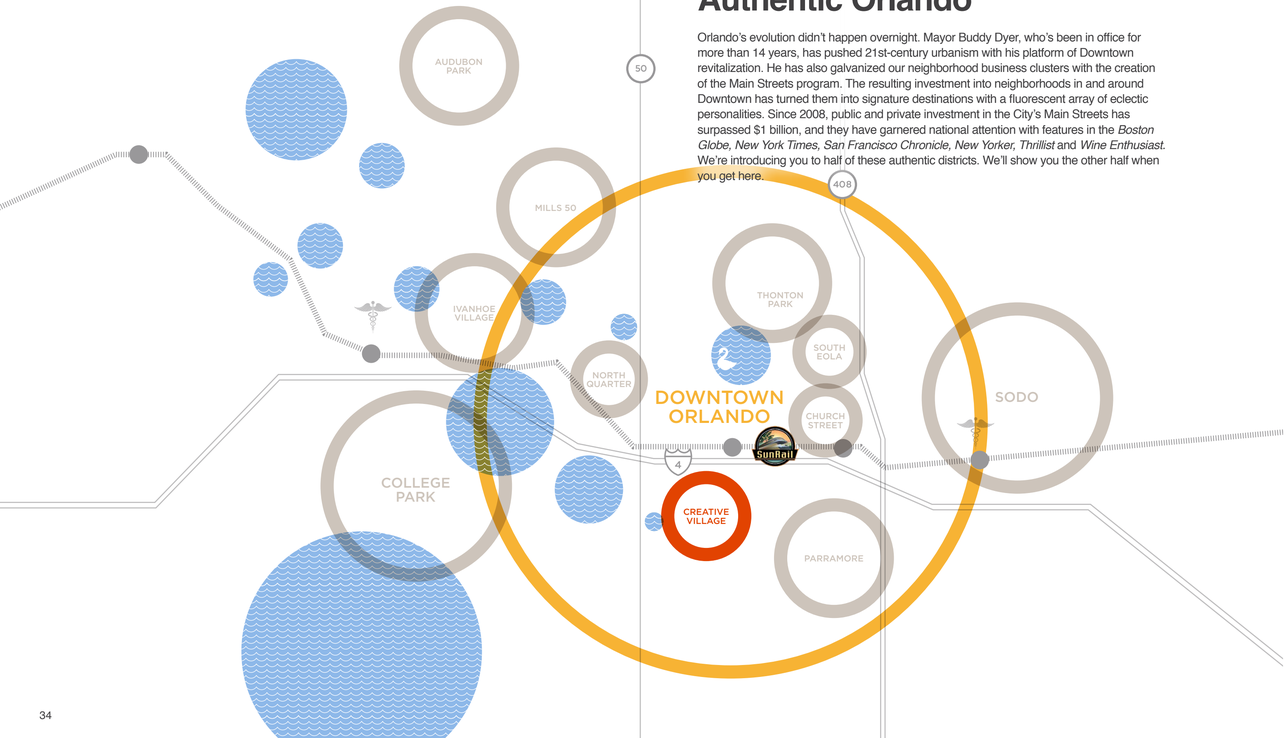
Downtown Orlando is anchored by two major medical campuses to the north and south which power the region's healthcare system. These two vital, award-winning healthcare campuses provide downtowners access to the region's most holistic, leading-edge healthcare when combined with the assortment of localized neighborhood urgent care facilities and pharmacies with walk-in services.

1
SUNRAIL STOP AWAY TO TWO AWARD-WINNING HEALTHCARE CAMPUSES

Zombiefests, Pho and Shakespeare, Oh My!

Authentic Orlando

Orlando's evolution didn't happen overnight. Mayor Buddy Dyer, who's been in office for more than 14 years, has pushed 21st-century urbanism with his platform of Downtown revitalization. He has also galvanized our neighborhood business clusters with the creation of the Main Streets program. The resulting investment into neighborhoods in and around Downtown has turned them into signature destinations with a fluorescent array of eclectic personalities. Since 2008, public and private investment in the City's Main Streets has surpassed $1 billion, and they have garnered national attention with features in the *Boston Globe, New York Times, San Francisco Chronicle, New Yorker, Thrillist* and *Wine Enthusiast.* We're introducing you to half of these authentic districts. We'll show you the other half when you get here.



Audubon Park Garden District
Declared Orlando's "most talked about community" by *Atlanta Magazine,* Audubon Park Garden District received the 2016 Great American Main Street Award, a national honor that recognizes the country's best example of comprehensive neighborhood commercial district revitalization. Audubon Park, just northeast of the CBD, was recognized for reinventing itself from a neighborhood that historically served the nearby military base (now re-purposed) into a corridor flourishing with nationally-acclaimed small businesses. The area is also known as an epicenter for Orlando's farm-to-table movement and hosting Zombietoberfest and Bastille Day, events that bring thousands of visitors to the district looking to partake in these unique, free events, which truly are #alocalthing.

Ivanhoe Village
Nestled in one of Orlando's most treasured neighborhoods and anchored by its beautiful namesake lake, Ivanhoe Village is filled with antique stores, art galleries, design centers, master craftsmen, restaurants and retail shops. Located between Downtown Orlando and Health Village, Ivanhoe Village has something for everyone: outdoor dining, annual festivals and several of our city's cultural amenities, including the Orlando Museum of Art, Orlando Science Center, Mennello Museum of American Art, Orlando Repertory Theatre and Orlando Shakespeare Theatre.

Mills 50
Before being branded Mills 50, this little gem of an area was referred to many as Little Vietnam because of its sizable Vietnamese population. Travel site *Culture Trip* recently published a story sharing an insider's look at the Vietnamese cultural hotspot that is the intersection of Mills Avenue and Colonial Drive (SR 50). Just west of Downtown and named for its main crossroads, locals and visitors appreciate the way world flavors, urban art, homes and businesses mix and mingle throughout this multi-cultural district.

Thornton Park
Visitors looking to decompress will find relief in the brick-paved streets of Thornton Park, one of the city's quintessential historic neighborhoods and its most stylish district. Just east of Lake Eola, Thornton Park is home to a colorful commercial district with an upscale, European vibe. Exceedingly walkable, more than 50 locally owned specialty shops, services and dining destinations blend with the neighborhood's bungalows, brownstones and towering condominiums, making it quite likely to spot friends and neighbors enjoying a glass of wine on a restaurant patio or savoring a meal before catching a show or game Downtown.

No.5
"PEOPLE'S CHOICE" FARMERS MARKET IN THE NATION
(American Farmland trust, 2017)

Historic. Sleek. Charming. Soaring. Housing

Downtown Orlando has undergone a multifaceted revitalization, and in that process, has become the premier lifestyle ecosystem capable of converting downtown workers into 24/7 adopters. From affordable apartments to sky-high luxury condos to craftsman bungalows to multi-million dollar historic lake-wrapping estates, housing in DTO is as diverse as it is plentiful. Here are just a few.

North Quarter District
The North Quarter District is one of DTO's newer neighborhoods. Lake Ivanhoe, Ivanhoe Village Main Street district and a mix of apartments, restaurants and offices along North Orange Avenue have created one of the most active areas of multifamily development in the area, including new luxury urban apartments such as NORA and The Sevens. NQD is adjacent to Park Lake/Highland (the #1 neighborhood in the metro according to Niche), enjoys LYMMO line service, is within walking distance of a recreational lake and has an assortment of new tastes as well as its own co-op, North Quarter Market. The market features the Farmacy, a Winter Garden organic produce and meat grocer, coffee shop Downtown Credo and boutique popsicle-maker The Pop Parlour.

Lake Eola Heights
Lake Eola Heights was officially designated a local historic district in 1989. It's also listed on the U.S. National Register of Historic Places. Covering an area of approximately 38 city blocks, Lake Eola Heights offers a fantastic mix of old style architecture and modern living. Lake Eola Heights is a place of living history.

South Eola Neighborhood
South Eola is commonly known as the "Best Little Neighborhood in Orlando." With 113 restaurants, bars and coffee shops, most people living in South Eola have access to at least one of them within five minutes of home and can accomplish most errands on foot or by bicycle. With a walk score of 93, South Eola is a "walker's paradise" and includes a grocery store. Access to SunRail makes it possible to commute to Winter Park, south Orlando or other north/south destinations, and LYMMO service delivers you throughout Downtown.

Central Business District
Located adjacent to South Eola is Orlando's Central Business District. While this is commonly known as the heart of the Orlando's business and commerce, it's not all business. In fact, Orlando's CBD is home to fantastic restaurants, businesses, state-of-the-art sports and entertainment venues and nightlife. The Central Business District is connected on all sides to neighboring districts and neighborhoods thanks to pedestrian/bike pathways and the LYMMO line.

Grab a friend and paddle a swan boat to experience a rare, riveting perspective of the City Beautiful. Take a closer gander at the mesmerizing and iconic fountain offering choreographed rainbow liquidlight shows in the evening hours. We'll even share a local secret: swan boats are rented on a flat rate for the Fourth of July allowing you and a group of friends to pack a picnic basket and pick your spot on the water for a front row seat to downtown Orlando's annual fireworks spectacular.

SUSTAINABILITY

Smarter Sustain*agility*

We're building for today and tomorrow. Greening streets. Harnessing the sun. Fleet farming. Sustaining our tree canopy. And becoming a Zero Waste city. Because the City Beautiful must remain beautiful for generations to come.

With our tourism and hospitality industry, we are positioned to become the experimental prototype "smart and sustainable city" of the 21st century. The world's largest smart cities network announced that Orlando is one of five cities they will partner with as part of the 2017 Smart Cities Council Readiness Challenge. As a result, the City of Orlando added an exciting new initiative to its GreenWorks program called Smart ORL, a smart cities initiative that will combine our work across all departments city-wide and explore ways to use digital technologies to improve our city operations, save money and make the city more livable for years to come.

Downtown Orlando is committed to partnering with Amazon to realize our vision of becoming the most environmentally friendly, socially inclusive, technology enabled and economically vibrant city in the U.S.

100%
Renewable energy city-wide by 2050

350
Electric vehicle charging stations, making Orlando one of the Top 10 EV-ready cities in the nation

RANKED IN THE TOP 10 FOR THE U.S. DEPARTMENT OF TRANSPORTATION'S *SMART CITY CHALLENGE* (2016)

ALL DTO STADIUMS AND ARENAS ARE REGISTERED FOR OR ARE LEED® CERTIFIED

COMMITTING TO REDUCE GREENHOUSE GAS EMISSIONS BY 80% BY 2050 AS PART OF THE PARIS CLIMATE AGREEMENT FOR CITIES

Economics

Site	Program Name	Program Type (Tax Credit, Refund, Etc.)	Program Description	Estimated Award Amount	Eligibility Requirements	Funding Source	Is the award refundable or transferable?	Do any carry-forwards apply?	Approval Timeline	Requires legislation?	Are there potential clawbacks?	Benefit Timeline
Downtown Orlando	FREE OR DISCOUNTED LAND	Real Estate Incentive	The City of Orlando will make available a 41-acre, multi-parcel site throughout the heart of downtown Orlando. The City of Orlando is prepared to offer the approximately 17.5 acres owned by the City of Orlando at no cost, while the remaining 23.5 acres owned by a singular third party are available at a negotiated rate. Amazon will have the opportunity to self-develop and own the property, or partner with the development team.	$25,000,000+	Requires a public hearing and approval by the Orlando City Council The City of Orlando feels a high degree of certainty on obtaining a favorable vote and approval.	City of Orlando	No	N/A	30 days	No	No	Project duration
Downtown Orlando	PROPERTY TAX ABATEMENT	Tax Exemption	Orange County is prepared to offer a 100% tax abatement of the county general revenue millage (currently 4.4347) over 10 years on real and tangible personal property related to the project. This incentive would be available for each building phase. Abatement is applicable to new construction, renovations and FF&E. Taxes on land and existing buildings cannot be abated. The estimated value below is calculated using the median of the capital investment range for each of the first three phases ($450,000,000 l $930,000,000 l $1,622,500,000)	$133,151,868	For the 100% abatement for 10 years, the company must create at least 1,000 new jobs at 200% of the average wage and a capital investment of over $50,000,000. The company must complete the application prior to breaking ground on construction. Abatement must be approved prior to new property being added to the tax rolls. Orange County Property Appraiser will conduct analysis and submit report as part of the application process. There will also be a public hearing prior to the Board of County Commissioners approval of a tax abatement agreement. Annual reporting will be required.	Orange County Government	No	No	30-90 days	No	If it is determined that a Business was not in fact entitled to an Exemption in any year for which the Business received an exemption	10 years for each building phase
Downtown Orlando ONLY	URBAN JOBS TAX CREDIT PROGRAM	Tax Credit	The Urban Jobs Tax Credit (UJTC) provides tax credits to eligible businesses that are located within one of the 13 urban areas designated by the State of Florida Department of Economic Opportunity (DEO). The sites proposed in downtown Orlando are within the UJTC zone. The credit for this area is at least $1,500 per qualified job and can be taken against the Florida Corporate Income Tax or the Florida Sales and Use Tax. A total of $5 million of tax credits may be approved under the UJTC each calendar year. The estimated award below was calculated assuming $1,500 per job ($1,500 x 50,000=$75,000,000) or by using the $5,000,000 cap per year for 15 years ($5,000,000 x 15=$75,000,000). Using the cap for the year assumes 3,333 jobs created every year and that funds are available.	Up to $75,000,000 (up to $5,000,000 per year for 15 years)	An application must be filed with the Florida Department of Economic Opportunity. Tax credits are granted on a first come, first served, basis until the maximum amount of credits allowable per calendar year has been exhausted ($5 million). A company may not apply more than once in a 12-month period.	Florida Department of Economic Opportunity, Florida Department of Revenue	No	Yes, for 12 months	30 days	No	Clawbacks may apply in the event of errors in the application	12 months for each application
Downtown Orlando	PROPERTY TAX REBATE	Ad Valorem Property Tax Rebate	The City of Orlando and Community Redevelopment Area (CRA) are prepared to offer a rebate of 100% of the tax increment payments received by the CRA or 100% of the ad valorem tax received by the City of Orlando from the project, annually. Ad Valorem taxes and tax increment paid to the City on land, new construction, renovations and FF&E may be rebated. The estimated value is calculated using the median of the capital investment range for each of the first three phases ($450,000,000 l $930,000,000 l $1,622,500,000) within the CRA.	$199,666,250 for the three phases of the project.	Requires approval by the Orlando City Council and/or Orlando CRA. The City of Orlando feels a high degree of certainty on obtaining a favorable vote and approval. Annual reporting will be required to provide evidence of ad valorem property taxes paid and to confirm job creation.	City of Orlando Government	Refundable. Non-transferable.	No	30 days	No	No	10 years for each building

Site	Program Name	Program Type (Tax Credit, Refund, Etc.)	Program Description	Estimated Award Amount	Eligibility Requirements	Funding Source	Is the award refundable or transferable?	Do any carry-forwards apply?	Approval Timeline	Requires legislation?	Are there potential clawbacks?	Benefit Timeline
Downtown Orlando	ELECTRICITY RATE AND INFRASTRUCTURE	Utilities	1) OUC will waive all potential infrastructure fees for electric and water service on the initial phase (typically charged to the customer). An approximate cost of $500,000. 2) Amazon would qualify for the OUC Commercial Industrial Rate Rider, which provides declining discounts on standard base energy and demand charges over four years. The program includes a 20% base rate reduction in the first year, 15% in year 2, 10% in year 3 and 5% in year 4. 3) OUC would commit to provide Amazon a 100% renewable offset for five years using local solar arrays based on the prevailing fuel rate and cost of panels at the time of installation. 4) OUC would propose to include an iconic custom-designed solar array in the shape of the Amazon logo or icon at the selected Orlando location. 5) OUC has an existing chilled water district within Lake Nona and in downtown Orlando. OUC can provide central chilled water services to meet Amazon's total project needs. Pricing will be at a preferred rate (or discounted) based on size of load, specific location of buildings and timing of service. 6) OUC is able to install and maintain vehicle charging stations for Amazon's workforce, customers and fleet charging, as proved in the more than 160 units including five 40-kW super-fast chargers throughout the OUC service territory. 7) OUC offers design and installation of unique lighting fixtures with full maintenance for one monthly fee.	$500,000 Utilities Impact Fees on Phase I Waived / TBD Electric rate discount / TBD savings using chilled water cooling /TBD on LED lighting installation cost	The company would be eligible for all these benefits upon choosing a location within the OUC territory, assuming the location and design will allow for the placement of the described structures.	Orlando Utilities Commission (OUC)	No	No	Automatic	No	No	Solar offset: 5 years
Downtown Orlando	EXPEDITED PERMITTING	Infrastructure and development support	The City of Orlando will assign an ombudsman within the Economic Development Department to coordinate all project activity, including permit/planning applications related to the project and will expedite the processing of all permits for Amazon to meet the required deadlines.	TBD	This support will be available for Amazon assuming the selection of sites within the City of Orlando.	City of Orlando	No	N/A	Immediate upon site selection	No	N/A	Project duration
Downtown Orlando	TRANSPORTATION IMPACT FEE CREDIT	Infrastructure and development support	The City of Orlando will provide credits to cover 100% of transportation impact fees due for all parcels within Creative Village (sites 1-7)	Up to $10,000,000	This support will be available for Amazon assuming the selection of sites within the Creative Village as presented. No additional application or approval required. Credits have been approved.	City of Orlando	No	N/A	Immediate upon permit application/ plans submission to the City of Orlando	No	N/A	Through 2022
Downtown Orlando	PLANNING FEE WAIVER	Infrastructure and development support	The City of Orlando will provide a 100% waiver of planning fees at any site within the City of Orlando.	$40,000	This support will be available for Amazon assuming the selection of sites within the City of Orlando.	City of Orlando	No	N/A	30 days	No	N/A	10 years
Downtown Orlando	SEWER IMPACT FEE CREDIT	Infrastructure and development support	The City of Orlando will provide impact fee credits for any additional sewer capacity created at any site within the City of Orlando.	TBD	This support will be available for Amazon assuming the selection of sites within the City of Orlando. Requires approval by the Orlando City Council. The City of Orlando feels a high degree of certainty on obtaining a favorable vote and approval.	City of Orlando	No	N/A	30 days	No	N/A	10 years

HQ2.Opportunities

In addition to the partnership, development support and incentives that the City of Orlando can offer for HQ2.O, there are value-add opportunities that will allow Amazon to make its mark in Downtown. With HQ2.O's Phase I program best suited for immediate delivery within the Creative Village area, there are several opportunities for Amazon to expand its footprint and infuse its brand within the fabric of downtown and beyond.

1

Bob Carr Theater Adaptive Reuse
The Bob Carr Theater was constructed in 1927 as the Municipal Auditorium. In 1926, the land reserved for the Orange County Fair was used for the auditorium. The venue opened on February 21, 1927, with a performance of Aida by the La Scala Grand Opera Company. Throughout the years, the venue became an entertainment mecca that included Elvis Presley and other iconic performers.

In 1974, the Orlando City Council decided to renovate the auditorium and transform it into a state-of-the-art theater and concert hall. The structural and technical changes to the theater in subsequent years that helped it become the home to the Orlando Ballet, Orlando Philharmonic Orchestra, Festival of Orchestras and Broadway Across America.

The Bob Carr Theater is a unique development proposition that can add value to the Amazon campus as a multi-purpose facility, event space, auditorium or other innovative demonstration space. In addition, adaptive reuse of this facility will add a cultural richness and history into the Amazon HQ2.O project.

2

Activation of Lake Dot Park
Since the original concept drawings for Creative Village, activation of Lake Dot with technology and art has been part of the vision. This unique water body provides a direct visual gateway from the north to DTO's Parcel #1 and can enhance the visual identity of Creative Village and Amazon from both Colonial Drive and I-4 through interactive lighting, displays, floating art, or other key features.

3

Customized Gateway Experiences Under I-4
To enhance the accessibility between the east and west sides of I-4, there is a unique design opportunity to create an experiential environment beneath the Interstate bridges at Amelia Street and Livingston Street, the primary street connections to LYNX Central Station and SunRail from the Creative Village. Gobo projections, LED screens or other artistic enhancements present design value for the Amazon brand and customization of its key gateways to the urban campus in Creative Village.

4

Power-filled A
OUC proposes to include an iconic custom-designed solar array in the shape of the Amazon logo icon or the letter A in its DTO campus..

5

Direct I-4 Frontage
While all of the Downtown sites have some visibility from Interstate 4, DTO Parcels #6 and #7 directly front I-4, providing superb signage opportunities and full showcase of architectural features. In addition, these two parcels are just one block away from LYNX Central Station and SunRail.

6

Downtown Special Sign District
Creative Village and other areas of Downtown already enjoy special opportunities for digital signs, screens, interactive storefronts and Gobos that are not available in other areas of the City. Amazon has a turnkey opportunity to maximize the value of this in-place ordinance to showcase technology in architecture, electronic art and other such features to maximize the value of its real estate investment.

7

Central Park in Creative Village
Central Park has been an iconic feature of the master plan for Creative Village since its inception. This opportunity to provide a public open space within this dynamic hub of technology-driven businesses, educational institutions and its residents, is a unique expansion to the Phase I plan for HQ2.O. Design and construction of Central Park can allow this space to tell the story of modern technology, art and integration of an outdoor living room for the neighborhood.

8 Amazone℠ Under-I

What promises to be DTO's most action-packed outdoor shaded recreational park is only missing one thing: a name. Naming rights are available for the feature park that will unite the east and west sides of Downtown.

MARKET

1. **Under I Boardwalk**
   - Connects the district east to west
2. **Digital Information Kiosk**
   - Displays Downtown, district events and on-line facility reservations
3. **Vendor Kiosks**
   - Secured for semi-regular use
4. **Vendor Tents**
   - Special event opportunities
5. **Vendor Pavilions**
   - Long term vendor locations
6. **Family Restroom**
   - (4) WC, (2) sinks
7. **Church Street Mural Wall**
   - 16 x40' freestanding mural wall
8. **Church Street Alley**
   - Patrons path for strolling the market
   - Vehicle access for vendors

GATHER

1. **Under I Boardwalk**
   - Connects the district east to west
2. **Digital Information Kiosk**
   - Displays Downtown district events
   - On-line facility reservations
3. **Walk of Light**
4. **Pop-Up Event Spaces**
   - Online reservation system
   - Music, art, theater, drum circle, dance
5. **Life-Size Chess**
6. **Skateboard Plaza**
   - Concrete with varied obstacles, ramps, platforms and jumps
7. **Community Rooms**
8. **Maintenance Facilities**
9. **Pine Street Festival Street**
10. **Rally Square**
    - Where the games begin
    - 4 Pride Pillars
    - Community pride supporters
    - Hometown hero walk of fame
11. **Table Sports**
    - Concrete with seats
    - Chess, checkers, dominoes ping pong, picnics
12. **Picnic Tables/Seating**
13. **Outdoor Classroom Spaces**
    - Yoga, cross-fit, zuma, jazzercise, cardio, open play, events

PLAY

1. **Under I Boardwalk**
   - Connects the district east to west
2. **Digital Information Kiosk**
   - Displays Downtown, district events and on-line facility reservations
3. **Splash Pad**
   - Recessed below boardwalk. Special equipment, pumps, drainage
4. **Family Restrooms**
   - Required for splash pad
   - (4) WC, (2) sinks
   - Electrical room
5. **Accessible Tot Lot**
   - Specialty play surface
6. **Accessible Playground**
   - Specialty play surface
7. **Vehicle Access Area**
   - Specialty paving, controlled access.
   - Staging, event/exhibit area
8. **Gathering Area with picnic tables**
9. **LYNX Super Station**
   - Multi-modal Downtown connections
10. **Big Dig Sandbox**
    - Artificial sand
11. **Bocce/Open Play**
    - Artificial turf
12. **Kids Sculpture Garden**
    - Child/play oriented
    - Public art opportunities
13. **Seat Walls**
    - Concrete seating, climbing, exercise, cross-fit
14. **Super Swings**
    - Material, LED lighting elements
15. **5' Perimeter Fence**

SPORTS

1. **Under I Boardwalk**
   - Connects the Under-I east to west
2. **Digital Information Kiosk**
   - Displays Downtown & district events and on-line facility reservations
3. **Sculpture Garden**
   - Athletics theme
4. **Cross Fit Facility**
   - Soft surface, specialty lighting
5. **Bleachers**
   - Concrete, large and small.
   - Seating, climbing, cross-fit uses
6. **Table Sports**
   - Concrete with seats
   - Chess, checkers, dominoes ping pong, picnics
7. **Shuffleboard/Bocce Courts**
   - Tournament, league opportunities
   - Requires sports level lighting
8. **1/4-Mile Track**
   - 1/4 mile loop, seamless surface
   - Running, roller blading, strolling
9. **Vehicle Access Area**
   - Specialty paving, controlled access
   - Staging, event & exhibit area
10. **Food Truck/Exhibitor Stations**
    - (8) electrical, water connections
11. **Picnic Tables/Seating**
12. **Multi-Purpose Hard Courts**
    - Tournament, league opportunities
    - Sports lighting
    - Basketball - 1/2 court, full court
    - Volleyball, pickle ball, badminton
13. **Administration Pavilion**
    - Court supervision, staffing
    - Security, lighting controls
    - Equipment rental & storage
    - Concessions/vending
    - (2) accessible restrooms
    - Electrical room
14. **Regulation Indoor Soccer Pitch**
    - Tournament, league opportunities
    - Sports lighting, ballactivity containment
    - 1/2 field and full field activities
    - Soccer, lacrosse, field hockey, quidditch, ultimate frisbee, flag football
15. **Futsal Pitch**
16. **Restroom Pavilion**
    - (8) WC, (6) sinks
17. **5' Perimeter Fence**

HERITAGE

1. **Parramore Heritage Walk**
   - Raleway to the Parramore Neighborhood
   - Highlights significant Parramore figures
2. **Mural Walls**
   - (3) 16' x 40' freestanding walls

9 City Ambassador to Amazon

DTO is changing the way businesses join our economy of opportunity by streamlining processes and functions between the government and private sectors. It is within this unity of vision that our dedicated City Ambassador to Amazon role has been conceived.

Amazon's dedicated Ambassador will facilitate the progression of HQ2.O from A to Z. Accelerating timelines, sharing information, ensuring access to, and the commitment of, decision makers will make for a smooth, seamless process—no return policy needed. In addition, Amazon's Ambassador will have the support of a dedicated team of City Staff who are experts in their respective disciplines (legal, sustainability, building plan reviewers, engineers, inspectors and others as needed) to ensure a streamlined, positive and proactive process.

Through this Ambassador Experience, we anticipate the following project timeline for parcel 1 (Lake Dot) or parcels 6 and 7 (I-4 frontage parcels) in Creative Village fulfilling Phase I's 500,000 SF program:

SCHEDULE FOR PHASE I OPENING	MONTHS																													
TASK/ASPECT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Drafting of Purchase & Sale Agreement and Development Agreement																														
Approval of land sale by City Council																														
Design Development by Amazon (TBD by Amazon)																														
Creative Village Development Review Committee																														
St. Johns River Water Management District																														
City of Orlando Building Permits (TBD - City will Expedite)																														
Construction (TBD by Amazon - Est. 18 month construction process)																														
Grand Opening of HQ2.O																														

Project Preferences		
Metropolitan area with more than one million people	✓	The Orlando MSA is one of the fastest growing regions in the country, and is currently home to more than 2.3 million people. There are approximately 280,000 residents in the City of Orlando and nearly 17,000 in Downtown.
Stable, friendly business environment	✓	Florida is ranked the 4th best tax climate in the nation, with no state income tax. Florida maintains a balanced budget, and local governments are among the most business friendly counties in the state.
Urban, suburban location that can attract technical talent	✓	The members of our community are dynamic and forward-thinking technologists driving progress in advanced military simulation and training, software development, digital media, gaming and film, as well as innovative start-ups for a $14 billion tech industry. The urban campus we've assembled comprises prime parcels that are immersed within downtown's academic and creative core, connected through a continuum of transportation options and anchored by green and blue spaces that inspire. Nearly half of the combined assemblage is within Creative Village, where Valencia College and UCF are creating a campus for thousands of students will live and learn downtown, starting in 2019. All parcels are within 0.5 miles of Creative Village.
Community that thinks big, creatively	✓	Commerce and creativity thrive in Downtown Orlando. Orlando's leadership and community stakeholders take pride in the many accomplishments that have resulted within the past 10+ years as a result of successful, collaborative public/private partnerships.
Development-prepped site	✓	All parcels are shovel-ready with all necessary utilities and roadway infrastructure in place.
Site Requirements		
Proximity to population center within 30 miles	✓	The sites are located within Downtown Orlando, the heart of the region's population center.
Proximity to international airport within 45 minutes	✓	25 minutes/13 miles to Orlando International Airport (MCO)
Proximity to major highways, arterial roads	✓	Sites are located alongside the I-4 corridor, several of them with I-4 frontage, and all are all are within 0.5 mile of I-4 exits/entrances. State Road 408 (the East-West Expressway), is approximately 1.5 miles from the sites. Some parcels are adjacent to, and all can be served by, State Road 50, which runs from Florida's west coast through Downtown Orlando, terminating in Titusville, on Florida's Space Coast. State Road 417 (the Beltline) is 7.5 miles from the sites.
Access to mass transit	✓	LYNX Central Station is within three blocks (5-10 minute walk) of all parcels. Central Station provides SunRail (commuter rail) and LYNX (bus) service throughout Orlando. The LYMMO BRT circulator also serves all parcels with direct service to Central Station and locations throughout Downtown.
Building Requirements		
Initial requirement of 500,000+ SF in Phase 1 (2019)	✓	The campus is shovel-ready and prepared to meet this initial requirement.
Total requirement of 8+ million SF (beyond 2027)	✓	The campus is entitled for more than the required 8 million sq. ft. The total infill area is up to 12,390,891 sq. ft on 47.41 acres.
Site Details		
Ownership	✓	The City of Orlando and Midtown Opportunities
Acreage	✓	47.41 acres of shovel-ready parcels
Entitlements	✓	12,000,000+ sq. ft.
Zoning	✓	The campus parcels have various zoning distinctions that all allow for office development.
Site readiness/Time to operations	✓	Parcels are in various shovel-ready stages and all can accommodate the timeline.
Studies completed	✓	GeoTech, Phase 1 and Phase 2
Utility structure in place	✓	Yes
Water	✓	All sites have water service available, service locations and sizes vary by parcel Provider – Orlando Utilities Commission Incentives – outlined within regional section
Sewer	✓	All sites have sewer service available, service locations and sizes vary by parcel Provider – City of Orlando Incentives – outlined within regional section
Electric	✓	All sites have electric service available, service locations and sizes vary by parcel Provider – Orlando Utilities Commission Incentives – outlined within regional section
Fiber	✓	Providers: AT&T, CenturyLink, City of Orlando, Cogent Communications, FPL Fibernet, Level 3, Orlando Utilities Commission, Southern Telecom, Spectrum, Uniti Fiber, Verizon, Windstream, XO Communications, ZAYO
Internet	✓	Providers: AT&T, Verizon, Spectrum, CenturyLink and others
Cell Coverage	✓	All popular carriers enjoy strong coverage throughout Downtown. Verizon, AT&T and T-mobile have plans with the City for permits to install DAS Nodes for 5G service within the Downtown area. To date approximately 20 DAS Nodes have been installed, with another 20+ forthcoming. Coverage map is included.
Pedestrian-friendly	✓	The campus sites are all easily walkable with sidewalks and pedestrian signals.
Proximity of overall buildings at full build-out	✓	All campus sites are within 0.5 miles.
Additional Considerations, Preferences, Decision Drivers		
Capital and Operating costs	✓	Significant site discount
Incentives	✓	Incentives available at State, Regional and County levels Site-specific opportunities are outlined in the Downtown Orlando section
Labor force	✓	Population is 330,413 within a 15 minute drive. 30 minute drive: 905,749. 60 minute drive: 1,389,814.
Time to operations	✓	The City of Orlando offers an ambassador to Amazon to navigate and expedite City processes.

HQ2.O Compatibility