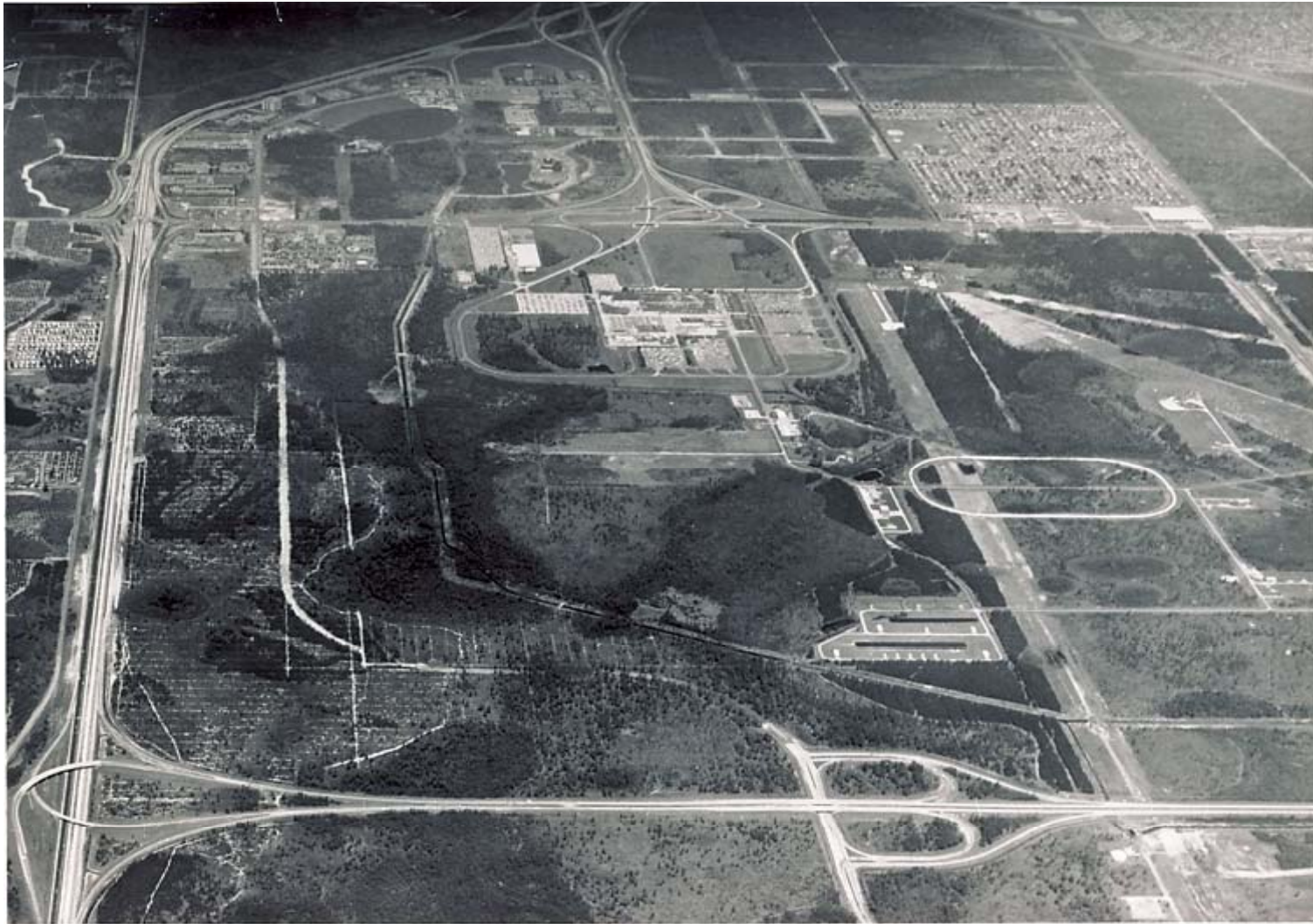




I-DRIVE **20**
DISTRICT **YEARS**
1993-2013

International Drive Then ...



International Drive Now !!!

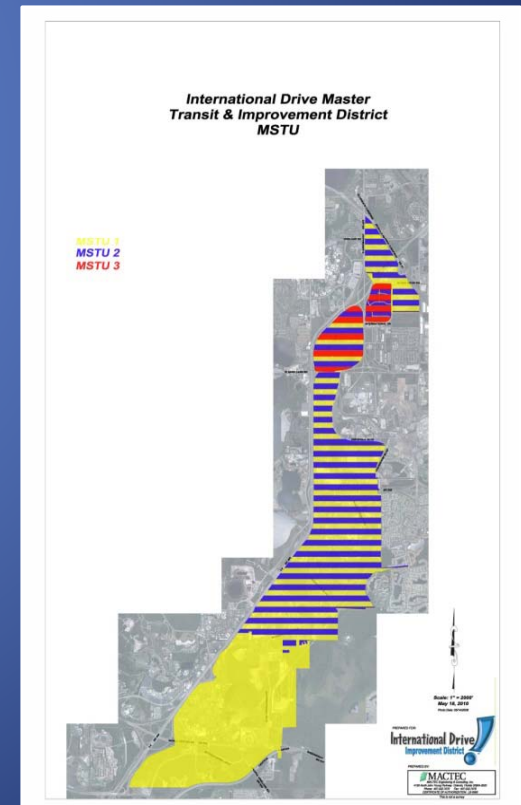


Who, What, When & Why of the International Drive Master Transit & Improvement District

Created in 1993, as a special taxing district which is formed under a Public – Private Partnership with Orange County, the City of Orlando & the business stakeholders of the International Drive area. The District operates under three separate Municipal Service Taxing Units (MSTU). The District is charged with the responsibility of objectives & initiatives that contribute to the current and future economic development for the International Drive Resort Area.

Our Objectives:

- Planning, designing & operating an exclusive transit service
- Implement a Public Safety program with OCSO & OPD
- Implement marketing & promotional programs
- Implement Community Service programs
- Implement a Public Relations campaign to promote area
- Administer landscape & maintenance programs
- Work with Local & State governments to:
 - Reduce traffic congestion
 - Improve pedestrian safety
 - Involved in beautification projects
 - Report code enforcement violations

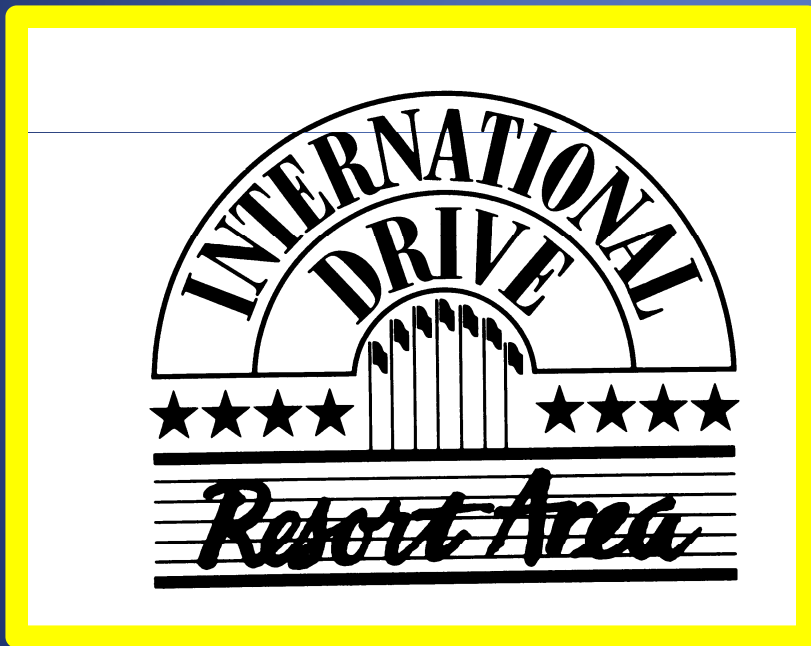


Facts & Stats about the District

- ❑ Currently our District represents over 10,000 individual parcels within 5,500 acres
- ❑ Represent over \$6.0 billion dollars in property value on the Orange County Tax Roll
- ❑ 6 of the World's Greatest Theme Parks . . . SeaWorld®, Discovery Cove®, Aquatica Water Park®, Wet 'n Wild®, Universal Studios® and Islands of Adventure®!
- ❑ Plus 20 Attractions & 2 Entertainment Complexes!
- ❑ 550+ Designer, Brand-Name and Outlet Stores!
- ❑ 200+ Spectacular Restaurants!
- ❑ 3 Stadium-Style Movie Cinemas!
- ❑ 116 Fantastic Hotels and Resorts!
- ❑ The Nation's 2nd Largest Convention Center!
- ❑ Exclusive I•RIDE Trolley Service
- ❑ 5.3 Million overnight visitation annually
- ❑ Employs over 32,000 people
- ❑ Three distinct shopping areas: Premium North & South, Pointe Orlando
- ❑ Home to the UCF Rosen College of Hospitality

20 years of “Firsts”

Developed the **FIRST** Destination Logo



Then



Now

Planned, Developed & Operate the **FIRST** Transit Service



Began I-Ride Service in 1994 with Lynx.
Operated a 9 mile route with 11 vehicles



Redeveloped the I-Ride Service to themed rubber tire trolley in 1996. Currently operated under contract with Mears. Route is 15 miles in length with 18 vehicles. Carried 2 Million trips in 2012

Transit Stop Amenities ...**First**



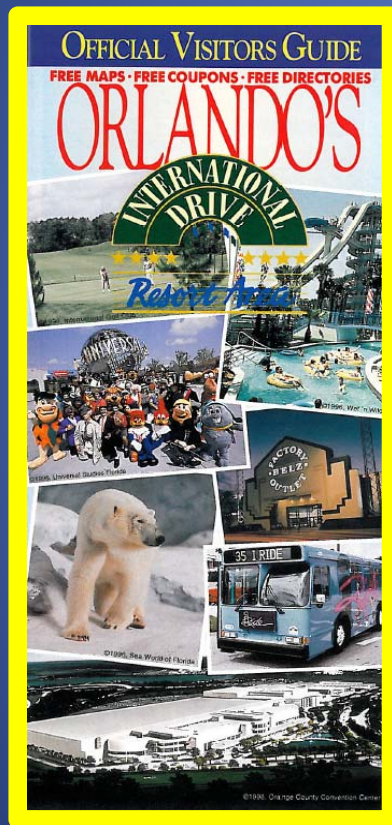
First amenities included bench, canopy, litter receptacle & marker map.



Began converting to new shelter product In 2012. 15 of our 105 stops now have the new Shelter. Solar powered

Develop & Publish the **FIRST** Official Visitors Guide for the I-Drive Resort Area

Area



First published in 1996
with 200K printed



Currently print 500K

Developed and Publish the **FIRST** I-Drive Coupon Map

DINE AROUND THE I-DRIVE

When visiting Orlando, experience the BEST of International Drive Resort Area restaurants...
TAKE THE WHEEL TROLLEY!
 Present this card to the driver for validation
 Good for 2 FREE Rides
 Expires 12/31/09

- I-DRIVE trolleys operate year-round, seven days a week, from 7 am - midnight.
- Trolley route runs from Bolt Factory Outlet World to Sea World with convenient stops along the way.
- Kids 12 and under FREE FREE when accompanied by a paying adult.
- I-DRIVE trolleys seat 31 riders, 44 total capacity, including two wheelchair positions and an ADA-specified hydraulic lift system.
- Single fare is .75 cents and senior citizen and coast fare is .25 cents. Exact change is required.

BENNIGANS 1500 International Dr. • 407-351-4628 \$25.00 Off Entire Check Trolley Stop	Burger King 1000 International Dr. • 407-351-5100 Buy 1 Whopper Value Meal, Get 1 Whopper Free Trolley Stop	MING COURT 1000 International Dr. • 407-351-8888 Buy One Entree and Receive 50% Off Second Entree of Equal or Lesser Value Trolley Stop
Cafe Gauguin 1500 International Dr. • 407-351-8888 15% Off Full Lunch or Dinner Buffet Trolley Stop	Pirate's Diner Adventure 1500 International Dr. • 407-351-8888 \$5.00 Off Admission Dinner & Show Trolley Stop	Rice Rock 1000 International Dr. • 407-351-8888 One Free Appetizer With Purchase of 2 or More Entrees Trolley Stop
Clarion Plaza Hotel 1500 International Dr. • 407-351-8888 20% Off Total Food Purchases at Jack's Place & Cafe Marine Restaurants. \$3.00 Off Signature Beer, Wine and Cocktails at Backstage Lounge Trolley Stop	Sizzler 1000 International Dr. • 407-351-8888 10% Off Total Check Trolley Stop	Wild Jack's Steak & BBQ 1500 International Dr. • 407-351-8888 10% Off Total Bill or Free Wild Jack's Sovereign Boat Mug Trolley Stop

International Drive Master Transit Improvement District of National Drive • Suite 303 Orlando, Florida 32809 1-248-5006 • Fax (407) 348-4924 www.idrive.com

First published in 1996 with a total print of 50 K

\$1.50 per ride
KIDS RIDE FREE!

FREE COUPONS!

I-DRIVE Trolley Map

Your Source to Dining, Shopping & Playing on I-Drive!

International Drive
Orlando's Most Dynamic Destination

**I-DRIVE Trolleys...
The Fun Way to Get Around**

International Drive Resort Area
Orlando, Florida
Fall 2012/Winter 2013

Current print is 400 K

I-Drive Websites – **FIRST** of their kind

First Exclusive Destination Website: www.InternationalDriveOrlando.com



First Transit Oriented Website: www.IRideTrolley.com

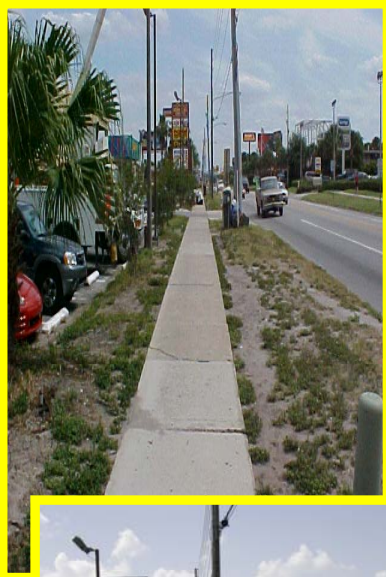


First District wide Website: www.IDriveDistrict.com



North I-Drive **Firsts** ...

Before



Wider sidewalks, new sod & trees in the ROW with irrigation installed. We also Act as a quasi POA.



After

FIRST 5 K Run for I-Drive

In Partnership with Pointe Orlando

Pointe Orlando came to District to assist them with developing an annual 5K run event for the I-Drive area. Event is cause marketing driven with the net proceeds going to the YMCA Aquatic Center Learn to Swim Scholarship program



Began in 2002 with 3 sponsors & a few hundred runners.



2012 marked our 10th year with 16 Sponsors and 1068 runners. \$15,000 donated to Y

Angels On I-Drive ... **FIRST**

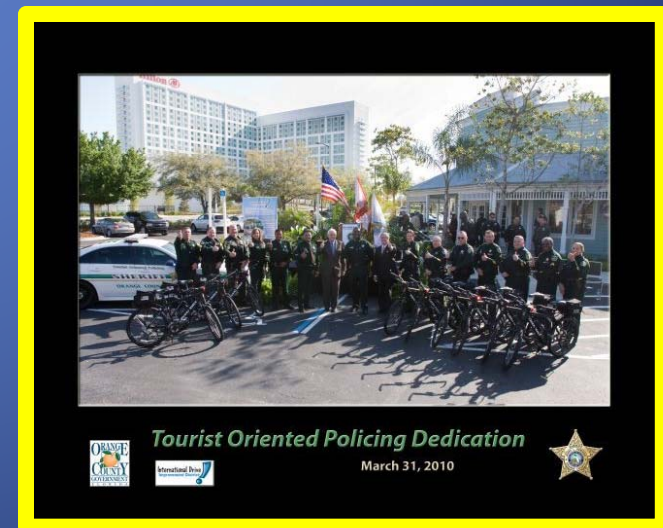


Began partnership with the Salvation Army in 2002. We just celebrated our 10th year with the program. The I-Drive District contributed over 1000 items (clothing & gifts) in 2012 to over 560 families. I-Drive District Partners adopted the second highest number of angels and were responsible for 1/12 of all angels adopted in Orange County!



First Public Safety Program

Public Safety program began in May 2007 as an off duty program. COPS Grant Partnership with Orange County in 2010 established an elite Tourist Oriented Policing Squad (TOPS) program. Now fully funded by the I-Drive District. First of its kind partnership with Orange County, the Orange County Sheriff's Office and the Orlando Police Department.



FIRST I-Drive Clean Team

Began this initiative in 2008. Currently have a three man crew working 7 days per week. Responsible for all litter maintenance within the 15 mile corridor. Including all Rights of Way areas & transit stops. Reports code enforcement violations. Transit stop maintenance includes power washing each year.

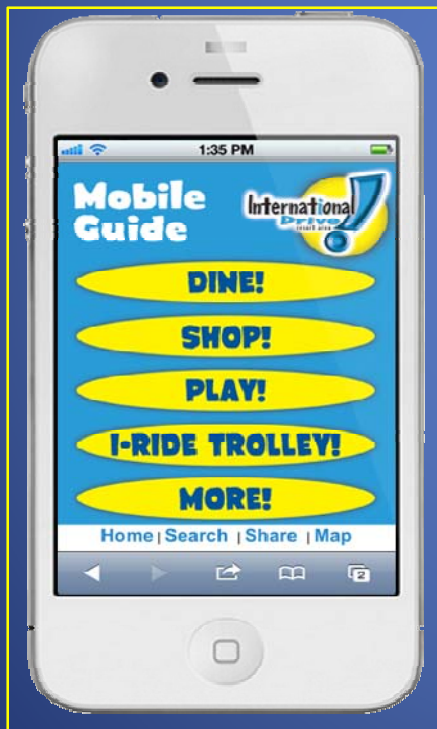


First Art On I-Drive Program

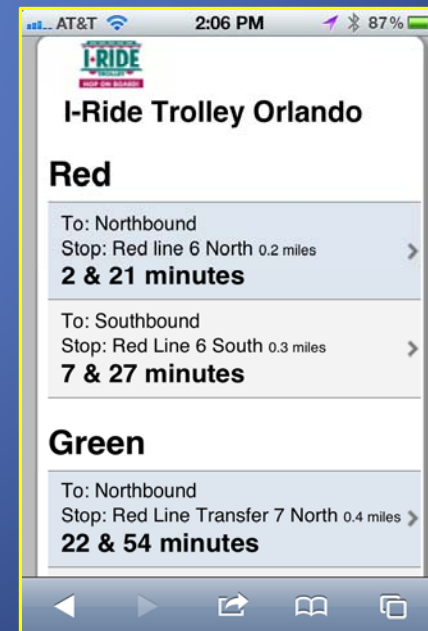
In partnership with Orange County, City of Orlando and the ETC Stakeholder group, established the first ever traffic control signal Art Box program for I-Drive. First phase included wrapping 15 boxes with art created by UCF Ad Lab Students.



FIRST Mobile Website & AVLS for I-Drive



Automated Vehicle Location System (AVLS)



Holidays On I-Drive ... **Firsts**

Holiday Dazzle n I-Drive!



FIRST International Drive History program

Three segments have been produced for the International Drive series *The Road to Success history program*. Learn just how the International Drive Resort Area became *Orlando's Most Dynamic Destination!*



Released 2010 focuses on the early develop years



Released in 2011 focuses on the develop of the Convention Center & surrounding area

Part 3 released in 2012 fully funded by District and produced by Ericka Cotton and celebrates the attractions ... both past & present

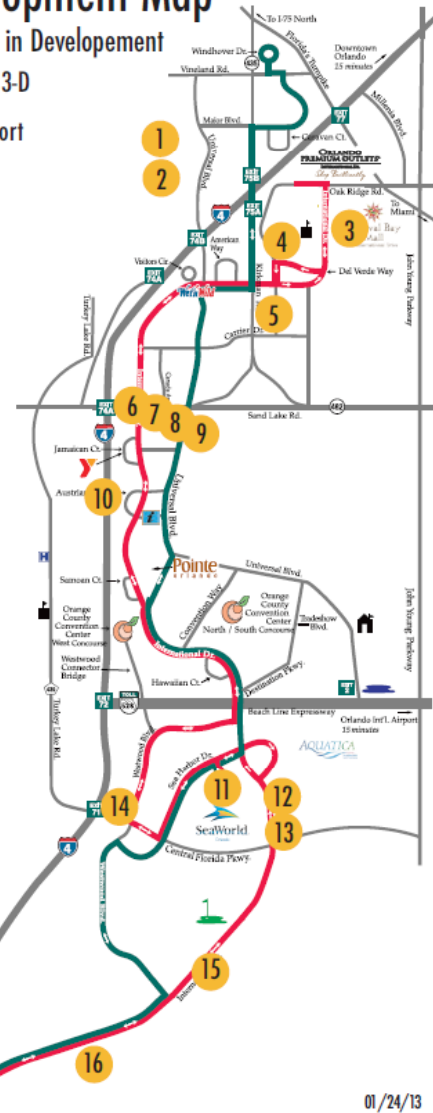


First International Drive Development Information

International Drive Development Map

2013 and Beyond Representing a Half Billion in Development

1. Universal Orlando - Transformers The Ride 3-D
2. Universal Orlando - Cabana Bay Beach Resort
3. Paragon Outlets (aka Festival Bay Mall)
4. Fun Spot America
5. Kirkman Point Office & Commercial Center
6. Mango's Tropical Café
7. I-Shops
8. Kings Bowl America, LLC
9. I-Drive Live
10. Avanti Resort
11. SeaWorld of Florida - Antarctica Empire of the Penguin
12. Panera Bread Restaurant
13. Buffalo Wild Wings Restaurant
14. Sea Isle Apartment Complex
15. Orchid Bay Plaza
16. Alta Apartments at Lake Eve
17. Orlando Premium Outlets Vineland Avenue



I-DRIVE 20 YEARS DISTRICT
 7081 Grand National Dr., Suite 105
 Orlando, FL 32819
 407-248-9590 • IDriveDistrict.com

01/24/13



I-DRIVE **20**
DISTRICT **YEARS**
1993-2013