

International Drive Master Transit & Improvement District



Created in 1992, as a special taxing district formed under a public-private initiative with Orange County and the City of Orlando.

- Comprised of over 800 landowners.
- Three separate taxing units (MSTU's) are jointly regulated by a Governing Board and an appointed Advisory Board.
- The District generates \$6.5 billion in Gross Taxable Value.
- Encompassing 5,370+ acres.

The District is charged with the responsibility of several major initiatives that contribute to the current and future economic development for the International Drive Resort Area.

- Operation and marketing of the I•RIDE Trolley, the exclusive transportation service for the Resort Area which travels along a 12-mile route. Ridership on the 14 trolleys exceeded 1.9 million trips in 2010.
- Marketing and promotion of I•DRIVE as Orlando's Most Dynamic Destination!
International Drive Official Visitors Guide - 500,000 produced each year.
I•RIDE Trolley Map & Coupon Guide - 400,000 produced each year.
InternationalDriveOrlando.com and IRideTrolley.com
Public Relations - ongoing local and national communications campaigns.
- Maintain ongoing communication with current and future developers within the District.
- Coordinate and provide recommendations to private and local/state government organizations on matters relating to traffic, enhancement for pedestrian safety, over all mobility, security and beautification within the District.
- Work with the Orange County Sheriff's Office and the Orlando Police Department on the "TOPS" public safety program.
- Coordinate the District Partner involvement in community initiatives such as: Annual I•Drive 5K Run, CFHLA Adopt-A-School Program, CFHLA Hospitality Expo, the Salvation Army Angel Tree Program and the Florida Citrus Bowl Games.
- Provide communication to the District Partners about the activities scheduled within the Orange County Convention Center.
- Recommend and implement beautification improvements throughout the Resort Area.
- Provide an environment which enhances the visitor experience through administration of landscaping maintenance and code enforcement programs.



International Drive Master Transit & Improvement District
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