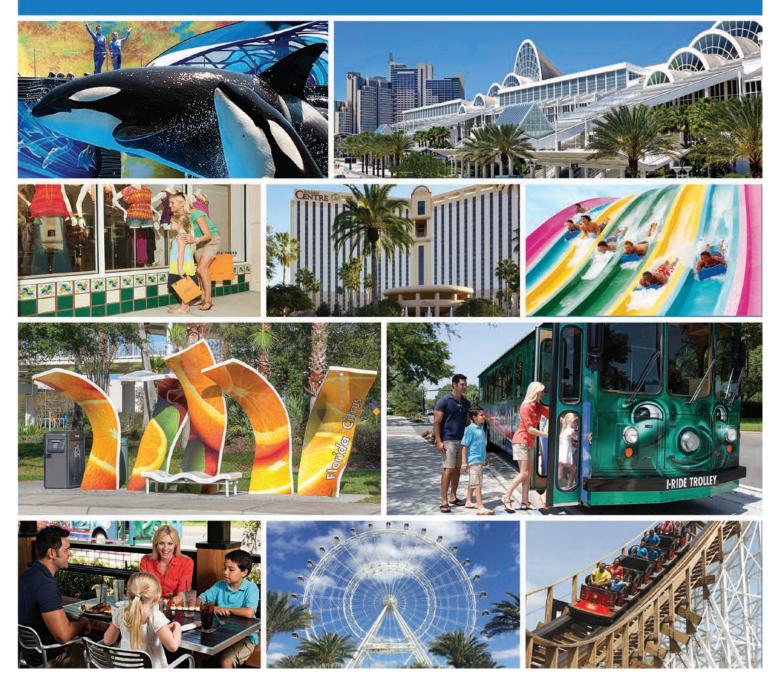


2018 DISTRICT GUIDE



To our I-Drive Business Improvement District Partners:

On behalf of the I-Drive Business Improvement District, it is my pleasure to introduce you to our:

2018 I-Drive District Guide

Since the inception of the District in 1992, we have been a strong voice for all I-Drive stakeholders to state and local government to ensure that the best interests of our dynamic destination is being heard. All of the businesses located within the boundaries of the I-Drive Business Improvement District (pg. 8) are considered District Partners. This Guide was created specifically to provide details on the benefits of and opportunities that are available to the District Partners.

We encourage businesses to take advantage of the District programs and to attend the regularly scheduled District Board Meetings. These meetings are open to the public to provide details on the day-to-day operations of the I-Drive Business Improvement District. Information on activities and meetings can be found at www.IDriveDistrict.com.

For additional copies of this Guide, please contact the I-Drive Business Improvement District office at 407-248-9590 or email **info@IDriveDistrict.com**.

Sincerely,

Luan Brooks

Luann Brooks Executive Director International Drive Business Improvement District





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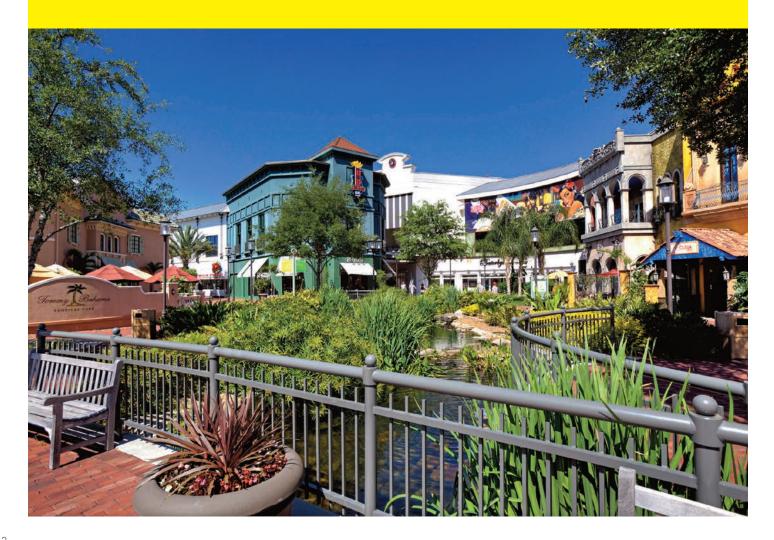
About The District

The International Drive Master Transit & Improvement District was created on November 10, 1992 as a Business Improvement District (BID) under a public-private partnership between the I-Drive business community, Orange County Government and the City of Orlando. The BID is a geographically defined area in which services, activities and programs are paid for through a special assessment which is charged to all commercial businesses within the district boundaries in order to equitably distribute the benefits received and the costs incurred to provide specialized services over and above what is provided by local governments.

The I-Drive Business Improvement District was created to provide services such as transportation, capital improvements, public safety, marketing, promotions, clean teams, streetscape enhancements and representation to state & local governments. This contributes to the current and future economic development of the International Drive Resort Area!

The assessment funds are collected by Orange County through a special funding agreement arrangement and cannot legally be spent outside of the BID geographic boundaries.

The District represents \$8.9 Billion in Gross Taxable Land Value as of 2017 on the Orange County Tax Roll. The District area of coverage is 6,000+ acres.





The I-Drive Business Improvement District Governing Board

The Board is comprised of three members of local government: two members from Orange County and one member from the City of Orlando. Current Board members are:



Chairperson: The Honorable Teresa Jacobs Orange County Mayor



Orange County: Commissioner Victoria Siplin Orange County - District 6



City of Orlando: Commissioner Samuel B. Ings City of Orlando - District 6

The I-Drive Business Improvement District Advisory Board

The District is served by a five-member Advisory Board: three members are appointed by Orange County and two are appointed by the City of Orlando. Members must be a District property owner, an owner-appointed representative, or an employee of a property owner.



Other Members



Vice President



Mr. Harris Rosen President Orlando Plaza Partners Rosen Hotels & Resorts



Mr. Charles Gundacker Senior Vice President Universal Orlando



Mr. lim Dean President SeaWorld Orlando



Mr. Joshua Wallack Chief Operating Officer Mango's Tropical Café

District Staff

Ms. Luann Brooks - Executive Director Ms. Norah White - Director of Sales & Marketing Ms. Lynn Havanec - Director of Operations

- Ms. Pamela Waters Product Manager
- Ms. Elizabeth Belknap Projects & Events Manager
- Ms. Denise Daugherty Hospitality Manager
- Ms. Susan D'Elia Administrative Support
- Ms. Katey Palmer Receptionist

Details for regularly scheduled District Board Meetings can be found at IDriveDistrict.com

Our Objectives & Initiatives Include:

- Planning, designing and operating the I-RIDE Trolley, your exclusive transportation service for the International Drive Resort Area, which travels along a 15-mile route with 100 stops. Ridership on the trolleys was 1,407,868 in 2017.
- Implement marketing and promotional programs on behalf of the I-Drive Business Improvement District as "Orlando's Most Dynamic Destination!"via the following programs:
 - I-Drive Official Visitors Guide 430,000 produced each year.
 - I-RIDE Trolley Map & Coupon Guide 200,000 produced each year.
 - Exclusive websites www.InternationalDriveOrlando.com, www.IRideTrolley.com and www.IDriveDistrict.com
 - Local and national communications campaigns
- Create and maintain the Economic Impact Study Analysis annually.
- Administration of the Orange County Pedicab Ordinance for International Drive.
- Coordinate and provide recommendations to local/state government organizations on matters relating to reducing traffic congestion, enhancement for pedestrian safety, over all mobility, security and beautification within the District.
- Coordinate and fund the I-Drive Business Improvement District Public Safety Program with the Orange County Sheriff's Office and the Orlando Police Department, which includes the exclusive Tourist Oriented Policing Squads (TOPS) program.
- Coordinate and implement the only I-Drive District Clean Team program. Responsibilities include litter maintenance throughout the entire District, transit stop maintenance and report code violations.
- Coordinate and implement District Partner involvement in community initiatives such as the Special Community Events listed on page 29.
- Provide bi-weekly electronic communication to the District Partners about the activities scheduled within the Orange County Convention Center and transportation construction updates.
- Act as a quasi property owners association for the North International Drive Area. Provide landscaping beautification and maintenance within the rights of way.
- Maintain ongoing communication with current and future developers within the District.
- Coordinate with the City and County Code Enforcement Divisions to report and handle violations throughout the entire District.



Future Key Projects & Initiatives

- Dedicated Bus Lane project coordination with Orange County Government
- Ongoing efforts to support the I-Drive 2040 Vision Plan from Orange County
- Communication & coordination with FDOT on the Sand Lake Road Improvement project
- Update our Economic Impact Analysis for 2017
- Plan and coordinate District Engagement Officers Program in partnership with the O.C.S.O.
- Coordination with Orange County & FDOT on the planned Sand Lake Road interchange

FY 2018 Budgets

MSTU 1

I-Drive Master Administrative Taxing Unit Fund #1177 Revenues \$2,202,850 Expenses \$2,627,440

MSTU 2

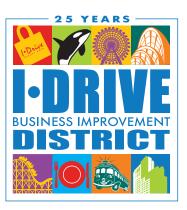
I-Drive Bus Service Taxing Unit Fund #1178 Revenues \$6,110,204 Expenses \$6,167,508

MSTU 3

North I-Drive Improvement Taxing Unit Fund #1179

Revenues \$141,977 Expenses \$141,000

COMBINED REVENUES	\$8,455,031
COMBINED EXPENSES	\$8,935,948
BEGINNING FUND BALANCE	\$2,325,204
ENDING FUND BALANCE	\$1,844,287





I-Drive Business Improvement District Geographic Boundaries

Municipal Service Taxing Units (MSTU) Maps

The I-Drive Business Improvement District was created for the purpose of planning, designing, acquiring, constructing, operating & maintaining a public transit service; developing plans and recommendations to state and local governments for programs and projects to alleviate traffic congestions and beautify the corridors within the District; developing plans and recommendations to state and local governments for other physical improvements and programs needed to foster mobility and safety within the District; and implementing marketing, promotion, and public safety programs to benefit the District.

These initiatives are funded through three separate taxing units (MSTU's) through Orange County and the City of Orlando.

2017 gross taxable value according to the Orange County Property Appraiser certification is \$8.9 Billion on the Orange County tax roll.

MSTU 1

Master Administrative Fund #1177

Consists of 6,000+ acres located within the specified boundaries noted on the map. There is a 0.3 mill cap on this taxing unit. All revenues from this taxing unit support the administration, planning and public safety requirements that are necessary to implement the objectives for the entire District.

MSTU 2

Bus Service Area Fund #1178

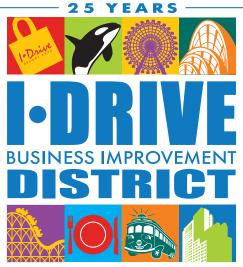
This taxing unit consists of 4,000+ acres located within the MSTU 1 Master boundaries. There is a 1.0 mill cap on this taxing unit. All revenues from this taxing unit support transportation improvements, capital improvements, destination marketing/advertising, operating a specialized rubber tire trolley service and install/maintain transit stop amenities.

MSTU 3

North International Drive Improvements Fund #1179

This taxing unit is solely dedicated for the purpose of improving and beautifying this particular segment of I-Drive, which is located within the MSTU 1 Master boundaries. This taxing unit acts as a quasi property owners association by implementing and administering landscape and maintenance programs. There is a 0.2 mill cap on this taxing unit.





I-Drive Business Improvement District Municipal Service Taxing Units (MSTU) Maps

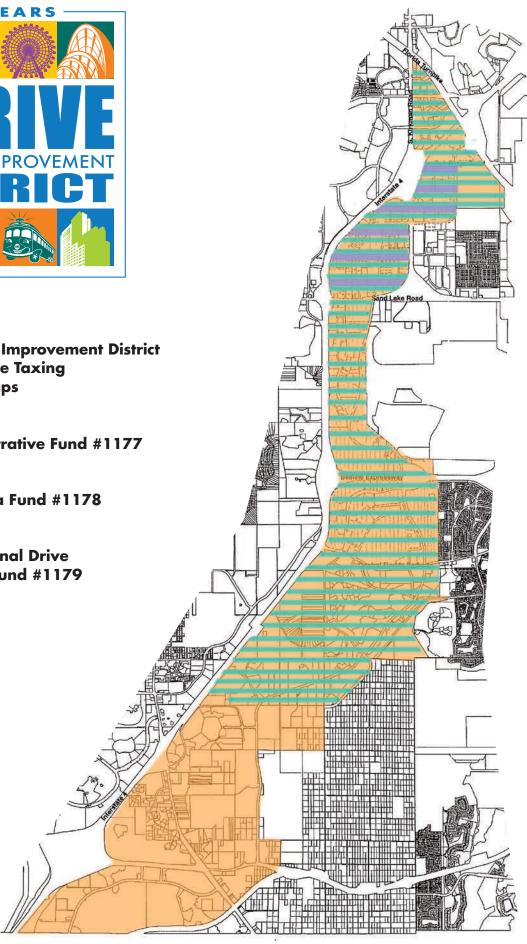
MSTU 1

Master Administrative Fund #1177

MSTU 2 **Bus Service Area Fund #1178**

MSTU 3

North International Drive Improvements Fund #1179

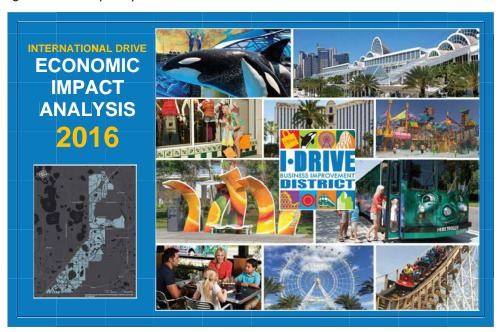


Economic Impact Analysis Report

Our area is internationally recognized as of one of the premier destinations in the world. With our wide array of world class hotels, resorts, theme parks, attractions, convention center, restaurants, retail and other amenities we can provide our visitors with a first-class experience. As the International Drive corridor continues on its path of a robust tourism development future, there are many areas that impact our economy that are less well known or even reported on. With this in mind, the Advisory Board approved for the District staff to commission the FIRST EVER Economic Impact Analysis study for the I-Drive area.

Below are just a few facts from the 2016 report:

- 2016 visitation: 8.5 million overnight visitors; 5.6 million day visitors for a total of 14.1 million. The Metro Orlando area realized 68 million visitors in 2016. Based on this, the I-Drive area accounted for 21% of the Metro Orlando Visitors.
- 2016 total assessed value for the study area: \$11.5 billion
- 2016 property taxes paid \$177 million
- 2016 estimated total visitor spending: \$7.6 billion
- 2016 estimated sales tax collections: \$507 million
- 2016 total number of properties within the I-Drive Resort area: 122
- 2016 total number of individual accommodations: 47,500+
- 2016 employment base = 75,000+ (representing full time, part time and seasonal employment)
- 2016 total housing units = 8,707 (this number includes single family homes, student housing and apartments)
- 2016 I-Drive resident population = 17,384
- 2016 estimated TDT collections: \$100.3 million
- 2016 average room occupancy: 77%





\$7.6 Billion Total Visitor Spending





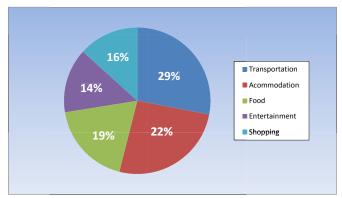


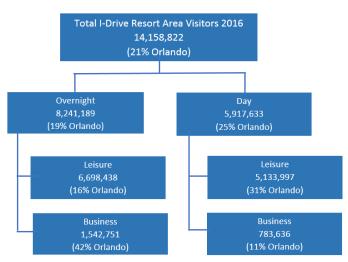
\$4.6 Billion Domestic Leisure

ion \$1.4 Billion tic Convention/Group re Meeting

\$1.6 Billion International

Percentage of Spending by Major Category for all I-Drive Visitors





Source: ECFRPC calculations. Data includes both day and overnight visitors

Orange County Convention Center



As the second largest convention center in the country, the award-winning Orange County Convention Center (OCCC) provides a multitude of event options in two beautiful facilities - the West Building and the North/South Building - for a combined offering of the following features:

- 2.1 million-square feet of exhibition space
- Two 92,000-square foot general assembly areas
- 74 meeting rooms/235 breakouts
- The 2,643-seat Chapin Theater
- A 160-seat Lecture Hall
- The 62,182-square foot multi-purpose Valencia Room
- The 48,961-square foot Tangerine Ballroom
- The Sunburst Terrace signature room which provides indoor/outdoor meeting space
- Three full-service restaurants/8 food courts
- Three business centers
- In-house electric, plumbing, rigging and technical services, plus wireless mobility throughout the complexes
- On-site parking for 6,227
- Covered boarding for 59 buses
- Three covered loading docks/173 truck bays
- Surrounded by over 116,000 guestrooms, including over 5,000 directly connected to the facility by
 pedestrian bridges

Total Convention Center Attendance

Year Ending	Attendance	Number of Events
2017	1,530,157	193
2016	1,456,816	226
2015	1,373,000	192
2014	1 3/7 572	180

2014 1,347,572 189 2013 1,253,162 194

2013 1,253,162 194 Source OCCC/Visitor Orlando Audit Report

Rosen College of Hospitality – University of Central Florida

With some of the world's top-rated attractions, resorts, restaurants, and convention spaces located just minutes from campus, the Rosen College of Hospitality Management at the University of Central Florida provides students with an unrivaled opportunity to learn and work in the industry's leading market. In addition to studying under a faculty of internationally-recognized experts, students benefit from unparalleled industry partnerships that provide access to guest speakers, internships, memberships, scholarships, and networking opportunities that help stimulate successful careers in this exciting and thriving industry. www.hospitality.ucf.edu

Dr. P. Phillips Hospital

Dr. P. Phillips Hospital (part of Orlando Health) is a full-service medical/surgical facility serving the Orlando's tourist areas and the residents of Southwest Orange County. In addition to a highly qualified team of nurses, support staff and physicians, Dr. P. Phillips Hospital is equipped with the latest technology in diagnostic imaging, cardiovascular catheterization and angiography. www.orlandohealth.com/drpphillipshospital/index.aspx

Air Transportation

The Resort area is serviced by two international airports:

Orlando International Airport Domestic International Source Orlando International Airport	2017 38,698,970 5,912,295	2016 36,330,689 5,592,710	2015 33,725,097 5,084,240	2014 31,389,742 4,324,349	2013 30,823,574 3,944,844
Orlando Sanford Airport Domestic	2,626,363	2,449,035	2,232,871	1,885,193	1,613,381
International Source Orlando Sanford Airport	296,083	303,375	247,251	299,508	418,799

Surrounding Area

International Drive is supported by local visitation. The Orlando, Florida metropolitan area has a population of 2,387,138 and is the 3rd largest metro area in Florida, and the 24th largest metropolitan area in the United States. The city-proper population is 270,934 making Orlando the 73rd largest city in the United States. It is Florida's 4th largest city by population.

Source: United States Census Bureau



International Drive Resort Area... Orlando's Most Dynamic Destination!

Orlando is comprised of several distinctively different activity centers all located within one destination. Several years ago, the I-Drive Business Improvement District recognized that the area contiguous to International Drive should be represented and recognized by consumers as one cohesive activity center. The I-Drive Business Improvement District was successful in creating one distinctive image that united the area under one unique brand. This brand is now recognized as the symbol of an area that is known worldwide as Orlando's tourism corridor:



I-Drive Resort Area at a Glance

- 6 of the World's Greatest Theme Parks...SeaWorld[®], Discovery Cove[®], Aquatica, SeaWorld's Water Park[®], Universal Studios[®], Islands of Adventure[®] and Volcano Bay Water Theme Park!
- Plus 36 Additional Thrilling Attractions!
- 4 Entertainment Complexes!
- 50 Music, Comedy and Nightlife Venues!
- 3 Stadium-Style Movie Cinemas!
- 600+ Designer, Brand-Name and Outlet Stores!
- 275+ Spectacular Restaurants!
- 120+ Fantastic Hotels and Resorts!
- The Nation's 2nd Largest Convention Center!
- Convenient, Fun I-RIDE Trolley Service!

Let us support your marketing efforts!

All I-Drive District Partners are encouraged to include the destination logo art (above) on print collateral and in online information. This reinforces the visitor recognition of the destination.

The I-Drive Business Improvement District is also able to provide art for the closest I-RIDE Trolley Stop to your business.

To request logo art for both of these items, contact the marketing department at 407-248-9590 or email marketing@InternationalDriveOrlando.com.







- 1 Wingate Inn by Wyndham 101 rooms
- 2 Quality Inn & Suites 103 rooms
- 3 Hampton Inn Closest to Universal Orlando 120 rooms
- 4 Universal's Loews Portofino Bay Hotel 750 rooms
- 5 Universal's Hard Rock Hotel 650 rooms
- 6 Universal's Cabana Bay Beach Resort 2,200 rooms
- 7 Universal's Loews Sapphire Falls Resort 1,000 rooms
- 8 Universal's Loews Royal Pacific Resort 1,000 rooms
- 9 Fairfield Inn & Suites Orlando near Universal Orlando Resort - 116 rooms
- 10 Best Western Plus Universal Inn 70 rooms
- 11 Extended Stay America -
 - Orlando Theme Parks Vineland *84 rooms*
- 12 Residence Inn Marriott Universal Studios 196 rooms
- 13 Holiday Inn Express 196 rooms
- 14 InTown Suites 151 rooms
- 15 Comfort Suites 101 rooms
- 16 La Quinta Inn at Universal Studios 135 rooms
- 17 Extended Stay America -
- Orlando Theme Parks Major Blvd. *122 rooms* 18 DoubleTree by Hilton
- at Entrance to Universal Orlando 746 rooms
- 19 Clarion Inn & Suites Universal Studios Area 160 rooms
- 20 Hyatt Place Orlando Universal 150 rooms
- 21 Holiday Inn & Suites
- Across from Universal Orlando 390 rooms
- 22 Orlando International Resort Club 63 rooms
- 23 Orlando Sunshine Resort 84 rooms
- 24 La Quinta Inn I-Drive North 156 rooms
- 25 SUNSOL I-Drive 192 rooms
- 26 Hilton Garden Inn I-Drive North 158 rooms
- 27 Homewood Suites by Hilton Universal 122 rooms
- 28 Super 8 Orlando 109 rooms
- 29 Motel 6 Orlando Universal Studios 148 rooms
- 30 Four Points by Sheraton Orlando I-Drive 301 rooms
- 31 Days Inn Orlando / I-Drive 250 rooms
- 32 I-Drive Grand Resort & Suites 350 rooms
- 33 Hampton Inn Orlando
- Near Universal Blvd / I-Drive 169 rooms
- 34 Orlando Continental Plaza Hotel 190 rooms
- 35 Monumental Movieland Hotel 261 rooms
- 36 Floridian Express Hotel 218 rooms
- 37 Rosen Inn 315 rooms
- 38 Best Western Orlando Gateway 297 rooms
- 39 The Point Hotel & Suites 228 rooms
- 40 Avanti Palms Resort & Conference Ctr 653 rooms
- 41 Ramada Plaza Resort & Suites I-Drive Orlando - 295 rooms
- 42 The Westgate Palace Resort 402 rooms
- 43 Econo Lodge Orlando 118 rooms
- 44 Enclave Hotel & Suites 153 rooms
- 45 Holiday Inn Express & Suites 156 rooms
- 46 CoCo Key Hotel & Water Resort 392 rooms
- 47 Country Inn & Suites by Carlson 170 rooms
- 48 Quality Suites
 - near Orange County Convention Ctr 155 rooms
- 49 Comfort Inn & Suites Convention Center 200 rooms
- 50 Floridian Hotel & Suites 129 rooms
- 51 Drury Inn & Suites Orlando 238 rooms

- 52 Rosen Inn International 728 rooms
- 53 Hampton Inn & Suites North I-Drive 108 rooms
- 54 staySky Suites I-Drive Orlando 153 rooms
- 55 Hawthorn Suites by Wyndham 176 rooms
- 56 Crowne Plaza Orlando Universal Blvd 400 rooms
- 57 Baymont Inn & Suites 334 rooms
- 58 Comfort Inn I-Drive 112 rooms
- 59 Wyndham Orlando Resort I-Drive *613 rooms* 60 Fairfield Inn & Suites
 - Orlando I-Drive/Conv Ctr 160 rooms
- 61 Best Western I-Drive Orlando 123 rooms
- 62 Embassy Suites by Hilton I-Drive 360 246 rooms
- 63 Quality Inn at I-Drive 200 rooms
- 64 Ramada Convention Center I-Drive 133 rooms
- 65 Allure Resort I-Drive 223 rooms
- 66 Metropolitan Resort Orlando 297 rooms
- 67 Sonesta ES Suites Orlando 147 rooms
- 68 Courtyard Orlando I-Drive 151 rooms
- 69 Avanti Resort Orlando 656 rooms
- 70 La Quinta Inn & Suites Orlando Convention Ctr - 187 rooms
- 71 Castle Hotel 214 rooms
- 72 Extended Stay America -
 - Orl CC Úniversal Blvd 137 rooms
- 73 Hyatt Place Orlando Convention Center 150 rooms
- 74 Residence Inn Convention Center 124 rooms
- 75 Homewood Suites by Hilton 252 rooms
- 76 SpringHill Suites Convention Center 167 rooms
- 77 Hampton Inn Convention Center 170 rooms
- 78 Quality Suites 215 rooms
- 79 Embassy Suites Orlando I-Drive/Conv Ctr 243 rooms
- 80 Westgate Lake Resort & Spa 2,123 rooms
- 81 Rosen Inn at Pointe Orlando 1,020 rooms
- 82 Las Palmeras by Hilton Grand Vacations 290 rooms
- 83 Rosen Plaza Hotel 832 rooms
- 84 Hyatt Regency Orlando 1,640 rooms
- 85 Rosen Centre Hotel 1,334 rooms
- 86 Red Roof Inn Orlando Convention Center 134 rooms
- 87 Clarion Inn & Suites I-Drive / Conv Center 221 rooms
- 88 Days Inn Convention Center 219 rooms
- 89 Hilton Orlando 1,417 rooms
- 90 Rosen Shingle Creek 1,501 rooms
- 91 DoubleTree by Hilton Orlando at SeaWorld - 1,004 rooms

97 Renaissance at SeaWorld - 781 rooms

102 Marriott's Grande Vista - 1,616 rooms

92 Best Western Plus

94 Extended Stay America -

95 Extended Stay America -

99 Holiday Inn Express & Suites

- Orlando Convention Ctr Hotel 93 rooms
- 93 Four Points by Sheraton Convention Center 150 rooms

Orl CC - 6443 Westwood Blvd - 113 rooms

Orl CC - Sports Complex - 117 rooms 96 Hilton Garden Inn Orlando at SeaWorld - 224 rooms

98 TownPlace Suites Orlando at SeaWorld - 188 rooms

100 SpringHill Suites Orlando at SeaWorld - 200 rooms 101 Fairfield Inn & Suites Orlando at SeaWorld - 200 rooms

Orlando at SeaWorld - 181 rooms

I-Drive Resort Area Accommodations

Total: 48,052

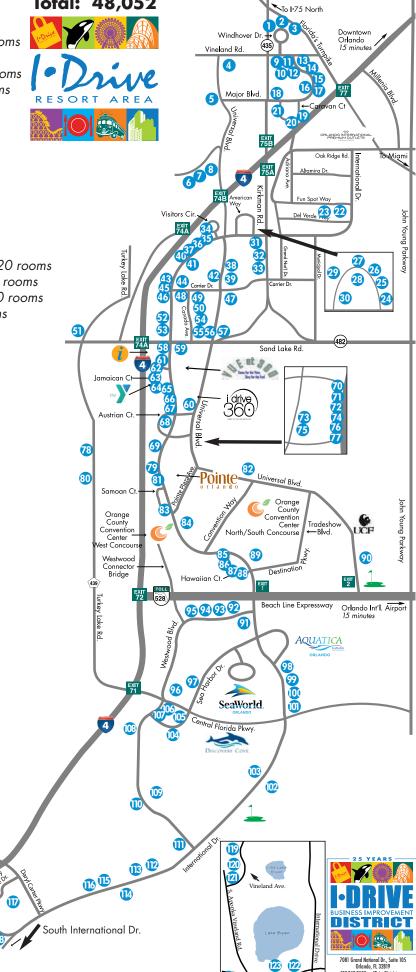


- 104 Hilton Grand Vacations Club at SeaWorld 787 rooms
- 105 Staybridge Suites Orlando at SeaWorld 89 rooms
- 106 Hampton Inn & Suites Orlando at SeaWorld 105 rooms
- 107 Homewood Suites Orlando Theme Parks 133 rooms
- 108 Residence Inn Orlando at SeaWorld 350 rooms
- 109 Marriott's Cypress Harbour 510 rooms
- 110 Marriott Vacation Club Harbour Lake 360 rooms
- 111 Westgate Leisure Resort 157 rooms
- 112 WorldMark by Wyndham 175 rooms
- 113 Monumental Hotel Orlando 94 rooms
- 114 Sheraton Vistana Villages 1,156 rooms
- 115 The Fountains Resort 745 rooms
- 116 Floridays Resort Orlando 432 rooms
- 117 Home2 Suites by Hilton Orlando 146 rooms
- 118 Hilton Grand Vacations Club at Tuscany Village 720 rooms
- 119 Fairfield Inn & Suites Orl LBV Marriott Village 388 rooms
- 120 SpringHill Suites Orlando LBV Marriott Village 400 rooms
- 121 Courtyard Orlando LBV Marriott Village 312 rooms
- 122 Buena Vista Suites 279 rooms
- 123 Caribe Royale Orlando 1,335 rooms
- 124 Orlando World Center Marriott 1,883 room





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16

I•**RIDE Trolley Service**

The I-RIDE Trolley Service was created in 1997 and operates specifically to provide the businesses located within the International Drive Resort Area (the I-Drive Business Improvement District) with an exclusive transportation system. Ridership on the trolleys was 1,407,868 in 2017. Our I-RIDE Trolleys travel along the 15-mile route and have become an iconic element of the destination. The service is linked throughout the International Drive Resort Area with an easily recognizable and useful marker system highlighting each stop's location.

I-RIDE Trolley Facts At A Glance

- Hours 8:00a.m. 10:30p.m. daily. Trolleys travel throughout the International Drive Resort Area servicing 100 convenient stops approximately every 20 to 30 minutes.
- Single Cash Fare \$2.00 per ride. Kids Cash Fare \$1.00 per ride. (ages 3 to 9) Senior Cash Fare \$0.25 per ride. (age 65 and over) Exact change is required.
- Drivers do not carry cash.
- Unlimited Ride Passes:
 - One Day Pass: \$5.00 per person
 - Three Day Pass: \$7.00 per person
 - Five Day Pass: \$9.00 per person
 - Seven Day Pass: \$12.00 per person
 - Fourteen Day Pass: \$18.00 per person Passes are not sold on Trolleys.
 Passes are consecutive day use.
 Transfers are FREE!

20 YEARS

FROLLEY

- Unlimited Ride Passes are sold at over 100 locations within the Resort Area and online at www.InternationalDriveOrlando.com or www.IRideTrolley.com.
- For Group Sales (quantities over 25), please contact the I-Ride Sales Office at 407-248-9590.



Exclusive Trolley Benefits for I-Drive District Partners

- The I-RIDE Trolley service is operated for the benefit of the District Partners and is a value-added amenity that enhances District Partner businesses.
- The I-RIDE Trolley Service has a website dedicated to information on the operation of the Trolley Service: www.IRideTrolley.com
- District Partners may sign-up for scheduled presentations at the Trolley driver meetings to enhance driver knowledge about their business.
- Attraction characters are able to make scheduled monthly appearances on the Trolleys.
- A Discount Program is available for employees to ride the Trolleys.
- District Partners are encouraged to use the Trolley stop marker number closest to their business in all print material and website. This increases guest mobility within the I-Drive area and ensures a convenient visitor experience.
- For more details on the above programs, please email info@iridetrolley.com or call 407-248-9590.







- Become an official "Trolley Pass Sales Location"! Your customers will appreciate being able to purchase Unlimited Ride Passes at your business. Partners can now place their orders online and schedule pickup or delivery! As a Pass Sales Location the business receives a free listing in the International Drive Resort Area Official Visitors Guide, on www.InternationalDriveOrlando.com and www.IRideTrolley.com.
- The Complimentary 1-Day Pass Program enables District Partners to provide transportation to their guests as a valued added service. Participants pay a discounted price for redeemed vouchers only.





sample

I-RIDE Trolley Route

With 100 fun stops visitors can easily hop on board the I-RIDE Trolley for the fun way to get around the International Drive Resort Area! Stops are situated up and down the main thoroughfares and trolleys come along every 20 minutes or so, starting at 8:00am up to 10:30pm. For a convenient and economical alternative, Unlimited Ride Passes are available and can be purchased online or at numerous locations around the Resort Area.

The I-RIDE Trolley services SeaWorld and Aquatica, not to mention attractions such as Fun Spot America, Ripley's Believe it Or Not, and WonderWorks. All the major shopping areas are also covered, along with Orange County Convention Center, making it the perfect way for visitors to get around during their leisure time.

Red Line

The Red Line Trolley route services the International Drive Resort Area both north and south bound. There are 70 convenient Red Line Trolley stops and trolleys arrive at each stop approximately every 20 minutes.

Green Line

The Green Line Trolley route is the counterpart service to the Red Line Trolley route traveling along Universal Boulevard. There are 52 Green Line stops and trolleys arrive at each stop approximately every 30 minutes.

Transfers

Trolley transfers are FREE. You can easily transfer between the Red and Green Lines at the transfer stops represented as stars. Just ask your trolley driver for a transfer ticket when exiting at a transfer stop. A transfer ticket is not needed if using an Unlimited Ride Pass.

On both the Red Line and Green Line you can transfer at:







All trolleys are equipped with an automated vehicle location system (AVLS) known as NextBus. Branded as "NextTrolley," visitors can now obtain predicted Trolley arrival times and live maps. This information is obtained via the internet at www.IRideTrolley.com, mobile devices at iDrive2Go.mobi or by simply SMS texting the Trolley stop code which is found at each Trolley stop.

Use your mobile device to view route maps, get predicted trolley arrival times, and even plan your route. Navigating the I-Drive Resort Area has never been easier. Apps available at Apple and Google Play stores online.





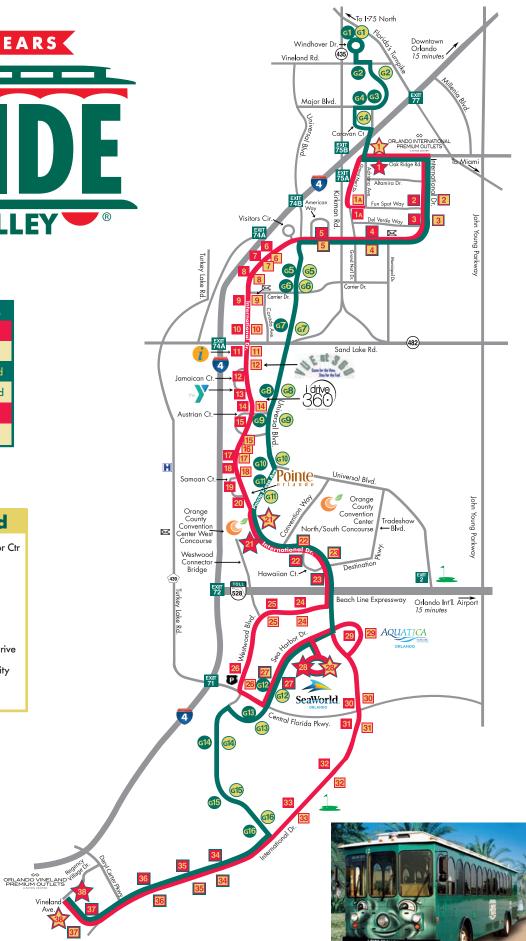


TROLLEY STOPS		
1	Red Line South Bound	
1	Red Line North Bound	
G1	Green Line South Bound	
G	Green Line North Bound	
5	South Bound Transfers	
俞	North Bound Transfers	

Map Legend

i	Visit Orlando Official Visitor Ctr
EXIT 77	Highway Interchange
H	Hospital
\star	Police/Sheriff
ľ	Post Office

- YMCA Aquatic Center I-Drive
- Rosen College of Hospitality
- Golf Course



Online Presence

The District is responsible for creating, implementing and administering three websites that are exclusive to and for the International Drive Resort Area. We own the only "official" consumer orientated website for I-Drive.

www.InternationalDriveOrlando.com

The official site for I-Drive information. Visitors have the opportunity to plan their entire vacation all from one website. Visitors may request the I-Drive Resort Area Of-

ficial Visitors Guide (OVG) or view it online.

Basic District Partner Listings - FREE!

All businesses within the district receive a free basic listing – business name, address, telephone number and 50 words. Premier District Partner Listings are available - see page 27 for details.

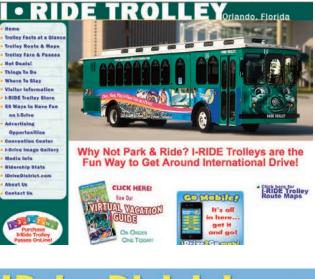
Visitor Overview

Jan. 1, 2017 – Dec. 31, 2017 Visits: 498,056 • Unique Visitors: 388,409 Page Views: 1,427,323 • Average Page Views: 2.87 Time on Site: 02:25 *Source Google Analytics*

www.IRideTrolley.com

The official I-RIDE Trolley website is the go to place for detailed information on the Trolley service. Facts, service routes, fares, passes and more! Visitors can request an Official Visitors Guide as well as purchase trolley passes online.





www.IDriveDistrict.com

A comprehensive District Partner website that contains detailed information on the I-Drive Business Improvement District, District Partner information, I-RIDE Trolley, and Resort Area Economic Development.



Digital Communications

Featured Articles



What's New for March

ORLANDO, FL (March 2018) - Make plans now for an early spring getaway to Central Florida as we head into March! The I-Drive area is moving full speed ahead with exciting new attractions, accommodations, dining and much more! The weather forecast is for sunny days and warm temperatures, so plan..

Orlando's tourism corridor: More than \$2 billion of high-profile development planned for 2018 and beyond in the thriving I-Drive Resort Area ORLANDO, FL (March 2018) - The I-Drive Resort Area continues to increase its

presence as a major player in Orlando's booming hospitality industry...

I-Drive Weekly Blog

Home / Blog

Latest Posts



Splash into Spring Break!

With Spring comes longer days and warmer weather. Flowers begin to bloom again, and animals watch spring comes orige cays and warmer weather, howers begin to boom again, and animals wavken from their hibernation, becoming active once again. Spring is one of our favorite seasons here on I-Drive, because longer days and warmer weather help to optimize what you can get done in a day on I-Drive, which you know is quite a lot! After all, AAA recently ranked Orlando #1 as the Spring Break capital of the world, and as Orlando's Most Dynamic Destination, we have everything that

Read More

See All



St. Patrick's Day on I-Drive

Shamrocks, Green Beer and Corned Beef Cabbage...Saint Patrick's Day is on March 17th! Whether or not your Irish, March 17th each year is a global celebration that many come together to enjoy, and it's all about having fun – so you know that international Drive has a few recommendations for celebrating Saint Patrick's Day like never before! The Pub The Pub Orlando , featuring Orlando's first ever Pour Your Own Beer Wall - may be just the place for you to get yo...

Read More

March Happenings on I-Drive

March is here, and I-Drive has many different events that will make your month a memorable one. There are so many events going down on International Drive that we know you won't want to miss. The Seven Seas SeaWorld's Seven Seas Festival first debuted last year and was such a hit that it has made a return this Spring! The festival runs through April 15th and features countless booths serving up delicious dishes that have been hand crafted using ...

Read More



Make a Stay of It: A Staycation in Orlando Who said that you needed to travel long and far to get the vacation of a life time? Look around you! We're in paradise and the ultimate vacation is right here in our own backyard. Everything you need to put together an unforgettable vacation can be found right here in Orlando Florida . From attractions, shopping, endless dining options and dinner shows to bars, live music venues and even a plethora of recreational activities to enjoy...there is little that you won't find on Inter...

Read More

Social Media - Facebook, Twitter & Instagram





Orlando 🤗

Where do you see yourself going on your next #vacation? #MondayThoughts



11 0 2



Liked by pamelalwaters and 197 others myidriveorlando Relax and unwind! Monday is almost heliad nday is almost behind us... n

Calender of Events

THIS MONTH ON I-DRIVE!

See Upcoming Events Calendar



Universal Orlando's Mardi Gras

Universal Orlando's Mardi Gras Kent Date: J202018 to 47/2018 Leastien Universal Isudos Ronal Experience an authentic New Orleans celebration filled with dazzling entertainment at Universal Studios Florida³⁴⁴. Enjoy parades each night with oursgesous streets performers, colori costumes and countiess beads flying through the air. Hear tun from authentic New Orleans beads and chow down on mouthwatering Cajun food available for purchase. Plus,... orful



Selena Quintanilla at Madame Tussauds



Seven Seas Festival Vent Ote: 277208 to 475208 Leader Seword Driando After last year's delicious debut, SeaWorld Driando's Seven Seas Food Festival is returning for a second course this spring. The park will be serving oil-new dishes and fan-favorites to accompany world-class entertainment each Saturday and Sunday from February 17 to April 15. Like all food served at SeaWorld, each item at the Seven Seas...



Coca-Cola Orlando Eve: March Lightings

Vertil Beter 2014 Biol 2014 Control Co

Partner and Visitor eNewsletters

•D we RESORT AREA What's New for March In This Issue Make plans now for an early spring getaway to Central Florid as we head into Marchi The i-Drive area is moving full speed ahead with exciting new attractions, accommodations, dring and moch more! The wather forecasts is for survey days and werm temperatures, so plan your end-of-winter vacation now What's New for Mard Weekly Blog Post Events on I-Drive Easter Happenings Hot Deals on I-Drive Official Visitors Guid St. Patrick's Day on I-Drive! Keep up-to-date with our weekly blog posts. Find the latest news, current events and trends of the I-Drive Resort Area here. Read more I-Drive Resort Area Events Calendar 1X DISTRICT NEWS rch 2018 edit In This Issue What's New for Ma New Deve I-Ride on Google Maps sekty Blog Post

matever event you seek... arts & culture, o conventions, dining, holidays, nightlife or so completely different. If it's happening on I-Dr will find it here! Events Calendar

-DRIVE DISTRICT

What's New for March

ORLANDO, FL (March 2018) - Make plana now for an early soring getaway to Central Florida as we head into March1 I-Drive area is moving Lill speed ahead with aucting new attractions, accommodations, dning and much more! The weather forecast is for suriny days and weam temperatures plan your end-olwinet vacabro now! READ MORE

Events On I-Drive Easter Ho I-Drive Hot Deals

I-Drive Resort Area New Development ORLANDO, FL (March 2018) - The I-Drive Resort Area continues to increase its presence as a major player in Orlando's booming hospitality industry. The past sever years have brought changes to the tourism corridor. Read More

I-Ride Trolley is now live on Google Maps You can now plan trips on the I-Ride Trolley with Google guick and easy to use whether you are hopping aboard for the first time or a seasoned rider. Download the Google app or visit the Google Maps website today to get starter Plan Your Trip





Social Media

The quickest way to reach potential travellers or just plain "fans of all things I-Drive" is through Social Media and the District has implemented an aggressive presence on Facebook, Twitter, Instagram and YouTube. These social media platforms allow instant sharing of I-Drive special events, deals and special offers.



IDriveOrlando

2017 Impressions: 15,202,709



IDriveOrlando

2017 Impressions: 1,482,141





MyIDriveOrlando









Total Impressions for 2017: 17,210,352

Go Mobile!



Download the first official free mobile App to navigate the International Drive Resort Area. Explore listings for attractions, nightlife, shopping, dining, recreation and spas. Browse I-Drive events, videos, and enjoy the money saving Hot Deals! The I-RIDE Trolley section provides general trolley information, access to NextTrolley, and trolley route maps.



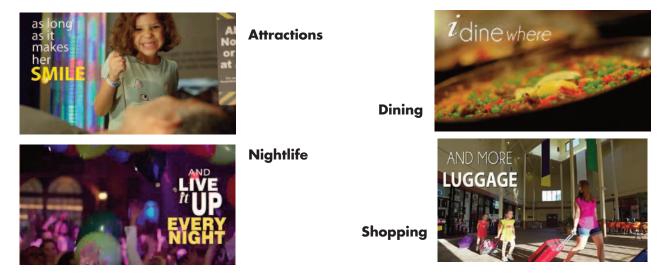
This technology saves visitors valuable time during their vacation so they can efficiently plan their visit in the I-Drive Resort Area. It's also fun!

I-Drive Orlando

"I-Drive Sizzle" Video Campaign

The "I Sizzle Video Campaign" is a fresh, contemporary approach to promoting I-Drive on our resort website and social media platforms celebrate the thrills, the fun, and the flavors of International Drive. This campaign received a prestigious "Telly Award", which annually showcases the best work created within television and across video, for all screens.

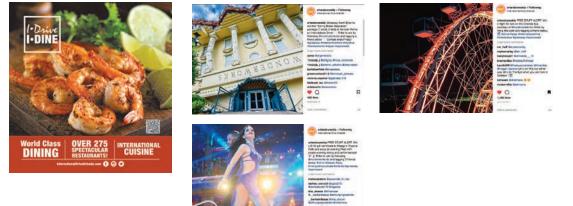
District Partners are encouraged to promote their business by embedding these videos directly from the YouTube channel to their website or social media outlets.



Local Advertising Campaign

This campaign brings I-Drive to the locals through print (Orlando Weekly, Orlando Bulletin and Orlando Family), social media (Instagram, Facebook and Twitter) and radio (mix 105.1).





Print Collateral

I-Drive Official Visitors Guide

The I-Drive Resort Area Official Visitors Guide (OVG) is the flagship publication dedicated exclusively to the economic development and representation of the businesses located within the International Drive Resort Area. Since its inception in 2000, the OVG has become an important resource for visitors planning a trip to the destination. The OVG contains directories of Attractions, Nightlife, Shopping, Dining, Spas, Car Rentals, Accommodations, I-RIDE Trolley Pass Sales Locations, and the Official I-RIDE Trolley Route Map with money saving coupons.

Each District Partner business receives a FREE listing in the brochure which includes the business name, address, telephone number and the nearest Trolley Stop. (Space restrictions may apply.)

The OVG is promoted throughout the destination's official web site, www.InternationalDriveOrlando.com and is used to fulfill worldwide requests for I-Drive Resort Area information. Published semi-annually in the spring and fall, with 430,000 printed annually.







I-RIDE Trolley Coupon Map -The Guide to Dining, Shopping and Playing on I-Drive!

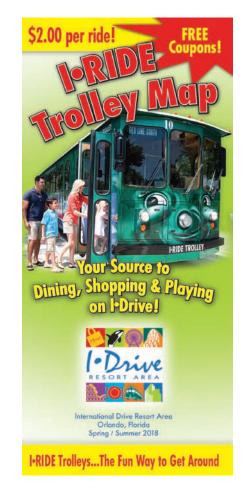
The Trolley Map highlights all there is to do along the Trolley route by listing the Dining, Shopping, Playing and Staying options at each Trolley Stop. Valuable coupons worth over \$300 in savings makes this map a popular item for our visitors.

District Partner businesses receive a FREE Basic Listing to include business name and the nearest Trolley Stop. (Space restrictions may apply.)

Published semi-annually in winter and summer, with 200,000 printed annually.

Visitors can pick up the OVG and I-Ride Trolley Map upon boarding a trolley and from guest service desks within the Resort Area.





Print Distribution Channels:

Both the OVG and Trolley Map are exclusive print advertising opportunities available only to District Partners. Print ads are available in a variety of sizes. For more information visit **www.lDriveDistrict.com**

- These are the exclusive publications distributed on the Trolleys that comprise the I-RIDE Trolley service with 1,407,868 million trips in 2017.
- Distributed at the Orange County Convention Center, the nation's second largest convention center located within the Resort Area.
- Distributed at over 100 I-RIDE Trolley Pass Sales locations within the Resort Area.
- Upon request, complimentary on-site delivery to conventions and groups meeting on I-Drive.
- Distributed at over 100 Resort Area Hotels as a value-added benefit to their guests.
- Distributed at seven Florida Turnpike Service Plazas.

For information on advertising please contact marketing@InternationalDriveOrlando.com

DISTRICT PARTNER ADVERTISING OPPORTUNITIES

Print Advertising

I-Drive Official Visitors Guide

Circulation: 430,000 annually **Ad Sizes: Back Cover**, full page only **Inside Front Cover**, full page only **Full page** – 3-1/2"w x 8-1/4"t, four color **Half Page** – 3-1/2"w x 4"t, four color **Quarter Page** – 3-1/2"w x 2"t, four color

FALL 2018 / WINTER 2019

Published: October 2018 Space: 6/22/2018 Art Due: 7/6/2018 **SPRING / SUMMER 2019** Published: April 2019 Space: 1/25/2019 Art Due: 2/1/2019

I-RIDE Trolley Coupon Map

Circulation: 200,000 annually **Ad Sizes: Back Cove**r, Premium Position – 4" x 9" **Display Ad** – 2"w x 6"t, full panel **Display Ad** – 2"w x 3"t, half panel **Coupon** – 2"w x 1"t r color

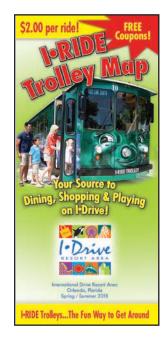
FALL 2018 / WINTER 2019

Published: October 2018 Space: 6/22/2018 Art Due: 7/6/2018 **SPRING / SUMMER 2019** Published: April 2019 Space: 1/25/2019 Art Due: 2/1/2019

Premier Online District Partner Listing

With the premier listing format, each District Partner receives 150 words, two photos, a logo and link to their website. Premier listings also appear at the top of the search list.







I-RIDE Trolley Exterior Advertising

For advertising that really moves, these bold and exciting billboards travel their 15 mile route and reach more than 55,000 impressions a day within this dynamic vacation and convention destination.







I-RIDE Trolley Interior Advertising



Spotlight your business on the walls that line the aisle of the I•RIDE Trolley.



Located in the rear of each I•RIDE Trolley at eye level with boarding passengers.

District Partner and Non District Partner rates are available for exterior and interior advertising opportunities. For complete details visit **www.IDriveDistrict.com** or contact marketing@InternationalDriveOrlando.com.

Special Community Events

The District strives to be a partner to our local community by supporting the following organizations. Our District Partners are invited to join us as we make a difference in our community.



Salvation Army Angel Tree Program

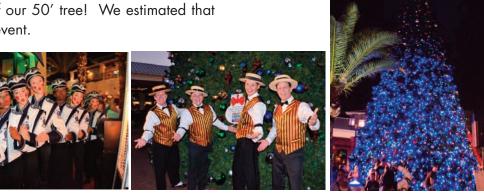
The Salvation Army has been supporting those in need since 1865. The Angel Tree Program is a nationally recognized program that provides new clothing or toys for under privileged children.

2017 was the 16th year that the I-Drive Business Improvement District has participated in the annual Salvation Army Angel Tree program. Our first year, the District staff adopted 25 Angels. In 2017, through the generosity of 156 area businesses and individuals over 800 Angels were adopted, plus bikes and cash donations. This equates to nearly 22% of all Angels adopted in Orange County!

Holiday Dazzle on I-Drive - Official Tree Lighting 2017

The best way to begin the holiday season celebration was with the Official I-Drive Holiday Tree Lighting Ceremony! Hosted by the I-Drive Business Improvement District and located at Pointe Orlando, entertainment included the I-Ride Trolley Chords (barber shop quartet), along with the Dr. Phillips High School Dance in Motion Company, the Central Florida Community Arts Children's Ensemble, and Local Singers - Jonathan McFadden & Kellie Rhine. And no holiday celebration would be complete without a photo of the 'big guy' himself in front of our 50' tree! We estimated that over 250 guests attended this event.





Florida Citrus Sports - Camping World Bowl & Citrus Bowl presented by Overton's

December 28, 2017 - January 1, 2018

International Drive once again the focus of the entire country as we hosted many of the Orlando Fan Events at I-Drive 360, leading up to the two Florida Citrus Sports games: the Camping

World Bowl on December 28, 2017 and the Citrus Bowl presented by Overton's on January 1, 2018. The District is a proud annual sponsor with Florida Citrus Sports for this event-packed week, with more than 100,000 fans participating in the Orlando festivities.

Annual Washington Shores Christmas Parade - December 2017



Annual event to celebrate the holiday season and to commemorate the history of Washington Shores in Orlando.

Presented by Commissioner Samuel B. Ings, City or Orlando, District 6.



7th Annual Red Tie Celebrity Golf Extravaganza - October 2017

7th Annual Red Tie Celebrity Golf Extravaganza, which was hosted by District 6 City of Orlando City Commissioner Samuel B. Ings at Hawk's Landing Golf Club at the World Center Marriott Resort.

The event provided an opportunity for individuals to compete in a game of golf and network with celebrities, business and regional civic leaders. The annual event benefits more than 20 community programs within the area of District 6, in the City of Orlando.



St. Jude 5K Walk / Run to End Childhood Cancer - October 2017* Hosted by Fun Spot America

Supporters from across Central Florida came together for the St. Jude Walk/Run to End Childhood Cancer during Childhood Cancer Awareness Month* to raise money for the kids of St. Jude, where families never receive a bill for anything.

*This years event was postponed from September due to Hurricane Irma.



I-Drive Clean Team

The I-Drive Clean Team was created in 2008 to help keep the Resort Area a clean, safe and enjoyable place for all.

- Four part time staff members patrol the 15 mile stretch of the I-Drive Resort Area, 7 days a week
- Maintain 100 trolley stops including: daily trash collection, cleaning & maintaining amenities
- Pressure wash all trolley stops annually
- Maintain the Lynx Art Shelter specialty stops (major clean every 6 months)
- Assist with debris collection and minor landscaping within pedestrian/public areas as needed
- Report any road, traffic or signage issues, potholes, and code violations to the District. The information is then passed on to the proper local authorities for handling (Orange County, City of Orlando, or FDOT).





I-Drive Business Improvement District Public Safety Program

One of the world's top tourist and meeting destinations, the I-Drive Resort Area, continues with enhanced support of its highly successful prototype safety program, which began in 2007. We partner with the Orange County Sheriff's Office and the Orlando Police Department to provide "enhanced" safety patrols throughout the entire I-Drive Business Improvement District, seven days a week.

In April 2010, thanks to the partnership with Orange County Government and the US Department of Justice Cops Grant Program, we began the first public-private partnership between Orange County Government, the Orange County Sheriff's Office and the I-Drive Business Improvement District to implement the exclusive Tourist Oriented Policing Squad (TOPS). The safety program provides an increased law enforcement presence that will enable the tourist corridor to maintain its strong reputation in the travel industry as a safe and fun destination.



This proactive approach to public safety means an increased presence of bike patrols, marked cars and deputies on foot throughout the area. Ten additional deputies, specially trained for this program, are on duty for extended hours, seven days a week. We believe the TOPS program serves as a model for other law enforcement agencies and communities with popular tourist destinations. Area businesses benefit from increased communication with law enforcement. The TOPS deputies also offer various crime prevention programs and seminars in their commitment to enhance the safety of the I-Drive area through increased visibility, communication and partnerships.

Today, 100% of the funding for TOPS is contributed from the International Drive Business Improvement District special assessment program.

The District also partners with the Orlando Police Department by hiring off duty officers to patrol the area along I-Drive within the City limits.

Both programs have been highly successful in deterring crime in our area. The safety initiative provides increased services to the 14.1 million visitors and the more than 75,000 employees who work in the area each day.



I-Drive Art Projects

Art on I-Drive - The Traffic Control Art Box Program

Sponsored by Orange County, the ETC Stakeholder Group and the I-Drive Business Improvement District, this program is geared towards beautification and prevention of vandalism in the Resort Area. It is a project that uses private donations and sponsorships for funding. The art was completed by UCF students who are part of the AD Lab (Advanced Design Lab Division) at UCF for phase one. As the program expands more artists and schools will be brought in to participate in the program. The I-Drive Art Program committee conducted a thorough design completion in early 2010. The committee had participants from the ETC, OCCC, OCSO, City of Orlando, Orange County Public Works and the I-Drive Business Improvement District.

The first phase of this program is along I-Drive from Universal Blvd to Central Florida Parkway with 14 beautified traffic control boxes.



Before

After



After



After

Art Shelter Stops

Through a partnership agreement with Lynx, our public transportation provider, the I-Drive Business Improvement District Public Art Shelter Project was implemented. These cascade style art shelters came to be because of synergy and collaboration between Lynx, Entech and the I-Drive Business Improvement District. Funding for the project was provided by the Lynx Art in Transit Initiative and the I-Drive Business Improvement District.

The I-Drive Business Improvement District saw an opportunity to showcase Florida to our visitors through dramatic images!

It has made I-Drive the home of beautiful and unique public art which breaks new technical ground.



Before



Florida Manatee



Florida Citrus



Florida Beaches



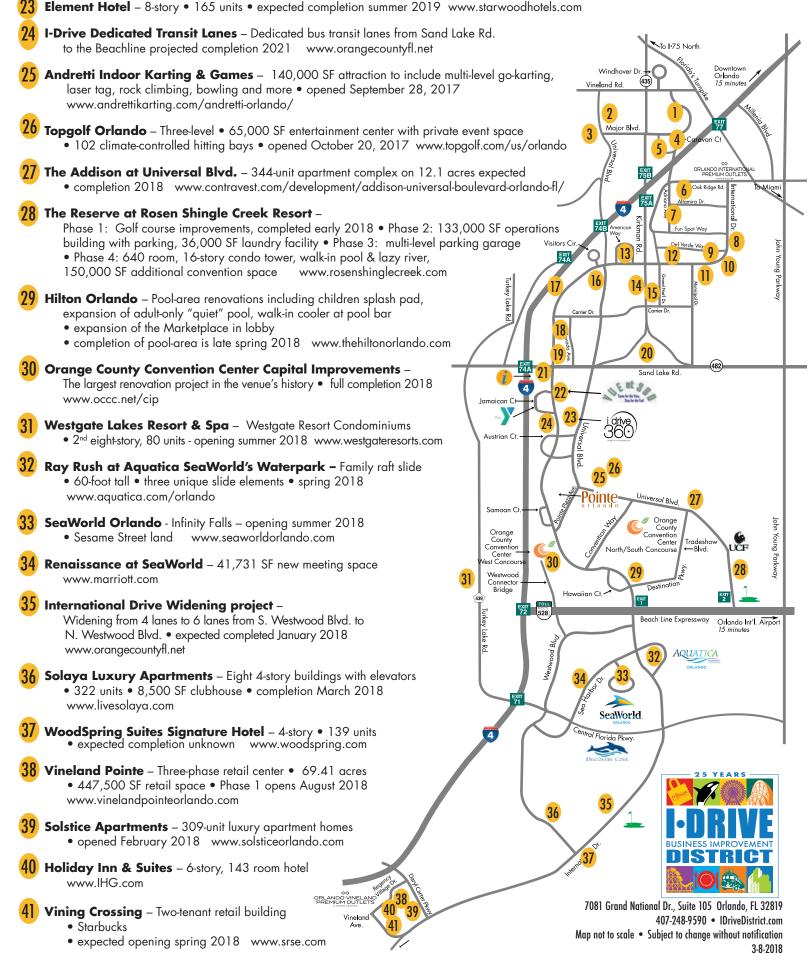
Florida Panther

International Drive Development Updates

2018 and Beyond

Distributed exclusively by the I-Drive Business Improvement District. Total projects by year: 2017 - 33 2018 - 31 2019 - 2 2020 - 1 2021 - 1 Unknown - 9 Residence Inn Marriott Universal Studios – Five-story • 145,000 SF • 196 room extended-stay hotel expected opening Q1 2018 www.marriott.com Kirkman Road Pedestrian Bridge – 186-foot steel-truss bridge • 14-feet wide • Improved sidewalks • 2018 www.i4ultimate.com Universal Orlando Resort – Fast & Furious: Supercharged ride – opening spring 2018 • Aventura Hotel: 16-story, 600 rooms – opening August 2018 • Super Nintendo World – themed park • Voodoo Doughnut at CityWalk – spring 2018 blog.universalorlando.com Lexus of Orlando – 175,000 SF showroom & maintenance facility – opened January 2018 www.lexusoforlando.com Hyatt House Orlando Universal - 9-story • 168 units • 136,160 SF • opening July 2018 www.house.hyatt.com Grand National - 16.5 acres • mixed-use project • 60,000 SF retail & restaurant space, including Bahama Breeze, Starbucks, Longhorn Steakhouse & U.S. Gift Factory • TownePlace Suites by Marriott – 7-story, 148 units • 2018 through 2020 www.naproperties.com/projects/grand-national/ Fun Spot America – Expansion to include new themes • Incorporate new food & beverage partners • Coasters • 900 space parking lot • Water rides and much more fun-spot.com/fun-spot-americas-future/ 7-Eleven – Convenience store • gas station • expected completion August 2018 www.7-eleven.com Andy's Frozen Custard - Quick service frozen dessert restaurant • 2,900 SF spring 2018 www.eatandys.com Hyatt House – Eight-story • 175 room hotel • expected opening June 2018 www.house.hyatt.com I-Drive NASCAR - 5,000 SF additional meeting space • more attractions • redesign of bar & restaurant www.idrivenascar.com Air Force Fun Helicopter Tours at Orlando Crossings Mall - 2,400 SF • two-story with two helicopter pads • opening March 2018 www.airforcefun.com Home2 Suites by Hilton - six-story • 122 units • 76,740 SF • August 2018 www.home2suites3.hilton.com **Dunkin Donuts** – Free standing restaurant with drive-thru • opening 2018 www.dunkindonuts.com Kirkman Point II Office Development – 134,000 SF Class A office building • 5-story 1,215 space parking garage • expected opening summer 2018 www.cbre.com Universal "Project 370" - 750 room 'surf culture' themed resort - estimated completion summer 2019 • 2,050 room resort • combined will include three pools, two food courts, poolside bars & parking garage blog.universalorlando.com Avanti Palms Resort & Conference Center – Rebrand & remodel of 653 guest rooms, lobby, dining areas, pool & 20,000 SF meeting space • re-opening March 2018 www.avantiresort.com **The Golden Pod Chocolate Bar** – Chocolate bar & café • expected opening spring 2018 thechocolateroom.com.au SKYPLEX Entertainment Complex - Home to the Skyscraper - world's tallest coaster at 500+ feet • SkyFall – a 450-foot drop ride • Skyfly – a 600-foot zipline • Skysurf Park • SkyLedge thrill experience • Sky Jump – 500-foot free fall dive attraction • Sky Plaza – retail & dining area • open-air promenade indoor arcade
 450 room hotel
 go-kart track
 projected completion 2020 www.mangos.com/skyplex Sand Lake Road Improvement Project – Widening to 6 lanes • drainage improvements • bike paths new sidewalks
 extends from I-Drive to Universal Blvd.
 expected completion 2018
 www.cflroads.com Hollywood Plaza Parking Garage - 14-story facility • rooftop restaurant • 10-level, 880 space parking garage • 9,500 SF ground level retail • opening 2018

2 Starflyer-Vue at 360 – World's tallest spinning swing ride • 440 feet tall • expected opening May 11, 2018



I-Drive 2017 Development: A Year in Review

ATTRACTIONS



Volcano Bay Water Park





Race Through New York Starring Jimmy Fallon



iFly Orlando Indoor Skydiving



Aquatica's Pass

Member Pavillion



Andretti Indoor **Karting & Games**



Topgolf Orlando

Kraken Unleashed

Dolphin Nursery

SHOPPING

Lockbusters Escape Game

Flamecraft Bar



Hogan's Beach Shop



CVS Pharmacy



Visit Orlando's **Official Visitors Center**

TRANSPORTATION



I-Drive Pedestrian Bridge

Grand National Overpass Kirkman Rd. Interchange



Pio Pio Restaurant



Uncle Julio's



Pollo Tropical





Hawthorn Suites by Wyndham Orlandó



TownePlace Suites Orl at SeaWorld



Holiday Express & Suites Orl at SeaWorld



Westgate Lakes Resort & Spa





Las Palmeras by



DoubleTree by Hilton Orl at SeaWorld Expansion



Staybridge Suites Orl at SeaWorld RESIDENTIAL







Lake Vue Apartments Lantower Grande Pines Westwood Apartments **Axis West**

Ancora **Apartment Homes**

11

Homewood Suites

Orl Theme Parks



Calypso's Pool Bar & Grille at Caribe Royale



Hilton Grand Vacations



I-Drive 2016 Development: A Year in Review



SeaWorld's Mako Coaster

ATTRACTIONS



Incredible Hulk **Roller Coaster**

DINING



Skull Island **Reign of Kong**



McDonald's



Toothsome Chocolate Emporium & Savory Feast Kitchen



Tony Roma's







Cinemark Orlando Theater Complex

Main Event Entertainment at Pointe Orlando



ACCOMMODATIONS



Loews Sapphire Resort





Home2 Suites by Hilton Orlando

SHOPPING



Seabra Foods

RESIDENTIAL



The Courtney Apartments at Universal Blvd.



Alexan Crossroads

I-Drive 2015 Development: A Year in Review **ATTRACTIONS**



I-Drive NASCAR

KINGDOM

Chocolate Kingdom



Gator Spot at Fun Spot Ámerica

ENTERTAINMENT COMPLEXES



I-Drive 360



Mango's Tropical Café & Nightclub



NIGHTLIFE

Blue Martini



Lafayette's Musić Room



DINING



Applebee's Restaurant

I-Shops



Del Frisco's Restaurant

SHOPPING



Itta Bena



NBC Sports Grill & Brew



Artegon Marketplace Orlando

Citi Lakes

Luxury Apartments

RESIDENTIAL





Westgate Lake **Resort & Spa**

Banco do Brasil

(ampton) wa Suites

Hampton Inn

& Suites Orlando

at SeaWorld



Wawa

TRANSPORTATION



North I-Drive Improvement Project



Orlando Crossings Mall

Integra Cove Apartments

Transportation Initiatives and Projects

I-DRIVE 2040 VISION PLAN

The Convention Center District is a world destination. Its continuing success depends on establishing and implementing a comprehensive vision for the area. The visioning process included:

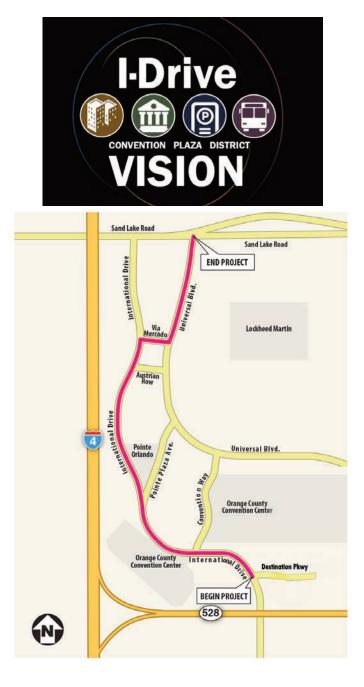
- Land development
- Regulations
- Parking
- Mobility

DEDICATED BUS LANES ON I-DRIVE

Orange County Transit Lane Project

Orange County is preparing construction plans to install dedicated bus transit lanes along International Drive from Sand Lake Road down to the Beach Line.

- Dedicated lanes and right turn lanes
- Upgraded sidewalks (in certain areas)
- Pavement rehabilitation and resurfacings
- New landscaping
- Projected completion 2021



SAND LAKE ROAD IMPROVEMENT PROJECT

- Widening to 6 lanes
- Drainage improvements
- Bike paths
- New sidewalks
- Construction Cost: Part of \$71 million project
- Extends from International Dr. to Universal Blvd.
- Completion: 2019



I-Drive Business Improvement District Accomplishments since 1992

- Develop the first I-Drive Resort Area destination logo & branding concepts.
- Plan, design & operate the first exclusive transit service I-RIDE Trolley Service.
- Plan, design, construct & maintain all transit stop amenities that support the Trolley Service.
- Develop and publish the first and only Official Visitors Guide for I-Drive.
- Develop and publish the first I-RIDE Trolley coupon map.
- Develop and administer the first of their kind websites, solely dedicated to I-Drive www.InternationalDriveOrlando.com, www.IRideTrolley.com, and www.IDriveDistrict.com
- Establish the first toll free phone number for visitor information 1-866-243-7483.
- Installation of new & wider sidewalks, new landscaping and irrigation within the public right of way along I-Drive from Sand Lake Road to Kirkman Road. This project was completed in 2004 through a joint partnership agreement with Orange County and the International Drive CRA.
- Installation of 13 NEW destination directional signs along the I-4 corridor from the Florida Turnpike to the Beachline.

This project was completed in 2003 through a joint partnership agreement with the Florida Department of Transportation.

- Plan and organize several, first of its kind, cause marketing driven events that benefit our community. (examples are the annual Travel Around I-Drive and the Salvation Army Angel Tree program).
- Develop, fund and administer the first ever dedicated public safety program for I-Drive (TOPS).
- Develop and administer the first ever Clean Team program for I-Drive.
- Develop and administer the first ever mobi site for I-Drive (iDrive2go.mobi).
- Develop and administer the first ever automated vehicle location service (AVLS) for tracking the I-RIDE Trolley system.











- Responsible for installation of Holiday Pole Decor and official holiday tree on I-Drive
- Partner with Orange TV to produce three segments dedicated to telling the story and history of the I-Drive Resort Area.
- Develop partnership advertising thru Visit Orlando, Visit Florida and Bright House Networks along with other key publications to promote our tourist corridor.
- Partner with the Florida Citrus Sports Association to bring several of the events for the annual bowl games to our area (previously held outside the corridor).
- Develop the first ever comprehensive I-Drive Business Improvement District Development demographic and statistical information. Includes a geographic map and supporting presentation with materials. (see page 35)
- Organized the removal of all illegal magazine racks within the public right of way.
- Install retaining walls along North I-Drive for safety and beautification purposes.
- Ongoing coordination with County and City Staff regarding overall improvements needed and code enforcement issues within our area.
- Participated in the CFHLA Adopt a School program.
- Participant in the I-Drive Chamber Tourism Leadership program as a sponsor and presenter on Transportation Day and Government Day.
- Ongoing presentations with individual District Partners and industry organizations to share the story of the I-Drive Business Improvement District.
- Responsible for removing the old "Ramada Inn" eye sore sign at I-Drive and Sand Lake Road.

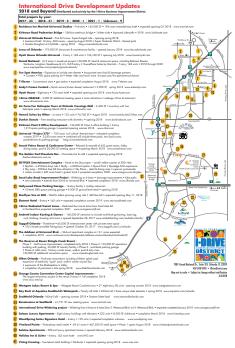
 Coordinate with city and business owners for the City of Orlando North International Drive Improvement Project included bus lanes, bike lanes, paving improvements and landscaping.

Completed December 2014.

- Commissioned the first ever Economic Impact Analysis study for the I-Drive Area. Updated annually.
- Created the official mobile App for the I-Drive Resort Area available in the Google Play Store.
- Joined the Google Transit Partner Program, a public transportation planning tool that integrates the I-RIDE routes with the power of Google maps. Provides scheduled arrival time for each stop as well as trip planning.











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