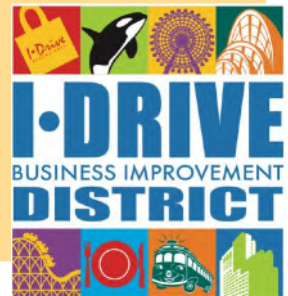


DISTRICT GUIDE

2021



To our International Drive Business Improvement District Partners:

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

2021 International Drive District Guide

Since the inception of the District in 1992, we have been a strong voice for all International 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 International 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 International 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 International Drive Business Improvement District office at 407-248-9590 or email your request to info@IDriveDistrict.com.

Sincerely,



Luann Brooks
Executive Director
International Drive Business Improvement District





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About The District

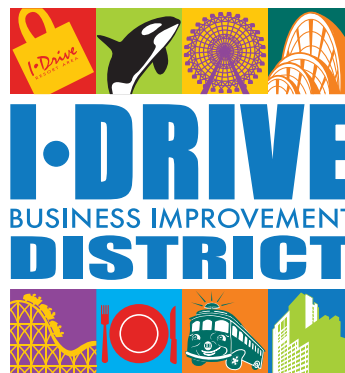
The International Drive Master Transit & Improvement District was created on November 10, 1992 as a Business Improvement District (BID) under a public-private partnership between the International Drive business community, Orange County Government and the City of Orlando. The BID is a geographically 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 International 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 \$10.5 Billion in Gross Taxable Land Value as of 2019 on the Orange County Tax Roll. The District area of coverage is 6,000+ acres.





The International 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 Jerry Demings
Orange County Mayor



Orange County:
Commissioner Victoria Siplin
Orange County - District 6



City of Orlando:
Commissioner Bakari F. Burns
City of Orlando - District 6

The International 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.

Chairperson



Ms. Sibille Pritchard
Vice President
Orlando Plaza Partners

Other Members



Mr. Harris Rosen
President
Rosen Hotels & Resorts



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



Mr. Russ Dagon
Senior Vice President
of Resort Development
Universal Orlando Creative



Mr. Marco Manzie
President
Paramount
Hospitality Group

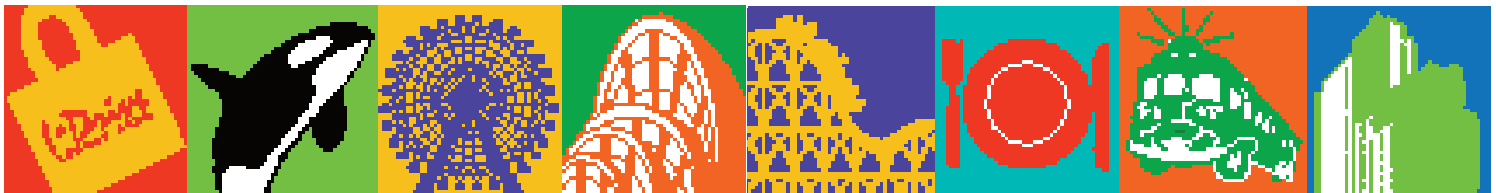
District Staff

Ms. Luann Brooks - Executive Director
Ms. Norah White - Director of Sales & Marketing
Ms. Lynn Havanec - Director of Operations
Ms. Pamela Waters - Product Manager
Ms. Caitlyn Glassman - 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 11-mile route with 100 stops. Ridership on the trolleys was 1,358,081 in 2019 and 511,863 through COVID-19 in 2020.
- Implement marketing and promotional programs on behalf of the International Drive Business Improvement District as "Orlando's Most Dynamic Destination!" via the following programs:
 - International Drive Official Visitors Guide
 - I-RIDE Trolley Map & Coupon Guide
 - Exclusive websites - www.InternationalDriveOrlando.com, www.IRideTrolley.com, www.IDriveLiving.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 International 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 International 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 2019
- Coordination with Orange County & FDOT on the planned Sand Lake Road interchange
- Coordination with Orange County on the I-Drive Transit Feasibility and Alternative Technology Assessment (TFATA)
- Coordination with Orange County on the Sand Lake Road/I-Drive Pedestrian Bridge Feasibility Analysis

I-Drive District FY 2022 Approved Budget

Combined Revenues	\$8,002,512
Combined Expenses	<u>\$8,431,479</u>
Net Income	(\$428,967)

FY 21 Beginning Fund Balance	\$7,353,765
Projected Year End Net Income	(\$428,967)
Less Depreciation	<u>(\$100,000)</u>
FY 22 Projected Ending Fund Balance	\$6,824,798

Summary Breakdown of Fund Balance Uses:

Restricted for Public Safety (estimate)	\$1,100,000
Restricted for North I-Drive (estimate)	\$ 30,000
Capital Assets (estimate)	\$ 370,000
Restricted for Trolley Service (estimate)	\$1,000,000
Unassigned Funds (estimate)	<u>\$4,324,798</u>
Total Projected Fund Balance	\$6,824,798



International Drive Business Improvement District Geographic Boundaries

Municipal Service Taxing Units (MSTU) Maps

The International 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.

2019 gross taxable value according to the Orange County Property Appraiser certification is \$10.5 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 International 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.





**International Drive Business Improvement District
Municipal Service Taxing
Units (MSTU) Maps**

MSTU 1

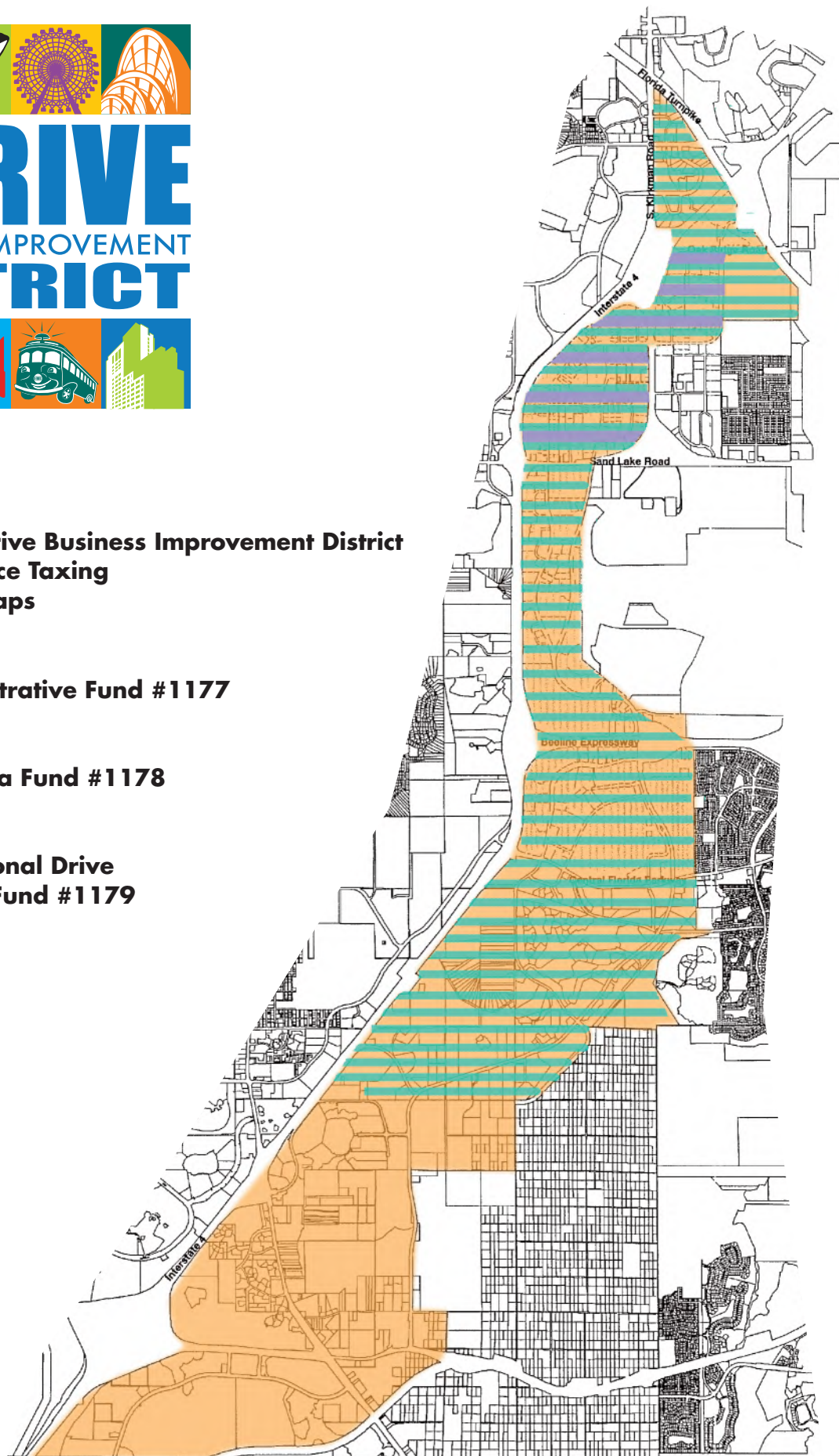
Master Administrative Fund #1177

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 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 International Drive area.

Below are just a few facts from the 2019 report:

- First of its kind analysis completed for the International Drive Area
- 14.8 million overnight & day visitors.
- Total assessed value \$14.7 billion
- Property taxes were \$228 million
- Sales tax collected \$497.5 million
- TDT collections were \$117.6 million
- Visitors spent \$7.6 billion
- 75,000+ full, part-time & seasonal jobs
- 132 properties – 53,282 individual accommodations
- 1,800 individual businesses
- 69.7 million square-feet of Commercial Space
- Home to 22,357 residents housed in 12,742 units
- Home to the second largest convention center & hospitality management school





\$8.0 Billion Total Visitor Spending



**\$5 Billion
Domestic
Leisure**

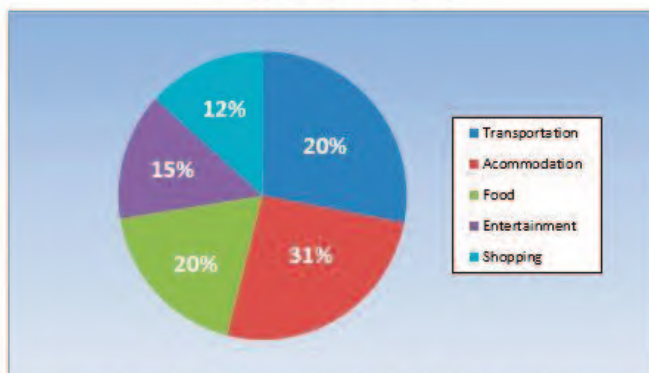


**\$1.4 Billion
Convention/Group
Meeting**

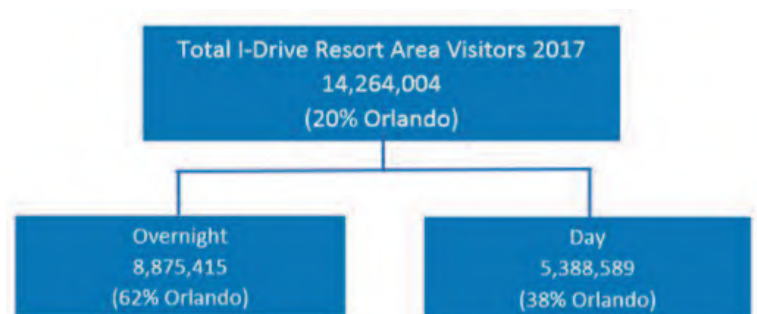


**\$1.7 Billion
International**

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



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



Source: ECFRPC calculations

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 125,000 guestrooms, including over 5,000 directly connected to the facility by pedestrian bridges

Total Convention Center Attendance

Year Ending	Attendance	Number of Events
2019	1,474,378	192
2018	1,453,507	170
2017	1,530,157	193
2016	1,456,816	226
2015	1,373,000	192
2014	1,347,572	189
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	2019	2018	2017	2016	2015	2014
Domestic	43,455,953	41,095,987	8,698,970	36,330,689	33,725,097	31,389,742
International	7,157,074	6,600,000	5,912,295	5,592,710	5,084,240	4,324,349

Source Orlando International Airport

Orlando Sanford Airport	2019	2018	2017	2016	2015	2014
Domestic	3,060,960	2,850,212	2,626,363	2,449,035	2,232,871	1,885,193
International	230,152	244,275	296,083	303,375	247,251	299,508

Source Orlando Sanford Airport

Surrounding Area

International Drive is supported by local visitation. The Orlando, Florida metropolitan area has a population of 2,509,831 and is the 3rd largest metro area in Florida, and the 23rd largest metropolitan area in the United States. The city-proper population is 270,934 making Orlando the 71st 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 International 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 International 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:



International 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 35 Additional Thrilling Attractions!
- 5 Entertainment Complexes!
- 55+ Music, Comedy and Nightlife Venues!
- 3 Stadium-Style Movie Cinemas!
- 600+ Designer, Brand-Name and Outlet Stores!
- 300+ Spectacular Restaurants!
- 125+ Fantastic Hotels and Resorts!
- The Nation's 2nd Largest Convention Center!
- Convenient, Fun I-RIDE Trolley Service!



Let us support your marketing efforts!

All International 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 International 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.



I-Drive Resort Area Accommodations

Total: 128 Hotels/Resorts • 52,142 Rooms

1. Wingate by Wyndham Universal Studios & Conv Ctr - 101 rooms
2. Quality Inn & Suites Near the Theme Parks - 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. Universal's Aventura – 600 rooms
10. Fairfield Inn & Suites Orlando near Univ Orl Resort - 116 rooms
11. Extended Stay America - Orl Theme Parks – Vineland - 84 rooms
12. Best Western Plus Universal Inn - 70 rooms
13. Residence Inn by Marriott Near Universal Orlando – 195 rooms
14. Holiday Inn Express & Suites Nearest Universal Orl - 196 rooms
15. InTown Suites Extended Stay - 151 rooms
16. Comfort Suites Near Universal Orlando Resort - 101 rooms
17. La Quinta Inn & Suites by Wyndham Orl Univ Area - 135 rooms
18. Extended Stay America - Orl Theme Parks - Major Blvd. - 220 rooms
19. DoubleTree by Hilton at Entrance to Universal Orl - 746 rooms
20. Clarion Inn & Suites Universal Orlando Resort - 160 rooms
21. Hyatt Place Across from Universal Orlando Resort - 150 rooms
22. Hyatt House Across From Universal Orlando Resort – 168 rooms
23. Holiday Inn & Suites Across from Universal Orlando - 390 rooms
24. Orlando International Resort Club - 63 rooms
25. Bluegreen Vacations Orl Sunshine, Ascend Resort - 84 rooms
26. La Quinta Inn by Wyndham Orlando I-Drive North - 156 rooms
27. SUNSOL I-Drive - 192 rooms
28. Hilton Garden Inn Orlando I-Drive North - 158 rooms
29. Homewood Suites by Hilton Orl – Nearest to Univ - 122 rooms
30. Super 8 by Wyndham Orlando I-Drive - 109 rooms
31. Motel 6 Orlando I-Drive - 148 rooms
32. Home2 Suites by Hilton - 122 rooms
33. Four Points by Sheraton Orlando I-Drive - 301 rooms
34. Days Inn by Wyndham Orlando / I-Drive - 250 rooms
35. I-Drive Grand Resort & Suites - 350 rooms
36. Hampton Inn Orlando Near Universal Blvd / I-Drive - 169 rooms
37. Universal's Dockside Inn & Suites - 2,050 rooms
38. Universal's Surfside Inn & Suites - 750 rooms
39. Orlando Continental Plaza Hotel - 190 rooms
40. Monumental Movieland Hotel - 261 rooms
41. Floridian Express International Drive - 218 rooms
42. Rosen Inn - 315 rooms
43. Avanti Palms Resort & Conference Ctr - 652 rooms
44. Ramada Plaza Resort & Suites by Wyndham Orl - 295 rooms
45. Best Western Orlando Gateway Hotel - 297 rooms
46. The Point Hotel & Suites - 228 rooms
47. The Westgate Palace Resort - 403 rooms
48. Enclave Hotel & Suites - 153 rooms
49. Econo Lodge I-Drive - 118 rooms
50. Holiday Inn Express & Suites Orlando I-Drive - 156 rooms
51. CoCo Key Hotel & Water Resort - 392 rooms
52. Quality Suites - 155 rooms
53. Comfort Inn & Suites Near Universal Orlando Resort - 200 rooms
54. Country Inn & Suites by Radisson, Orlando, FL - 170 rooms
55. Floridian Hotel & Suites - 130 rooms
56. staySky Suites I-Drive Orlando - 153 rooms
57. Crowne Plaza Orlando Universal Blvd - 400 rooms
58. Baymont by Wyndham Orlando Universal Blvd - 332 rooms
59. Hampton Inn & Suites Orlando I-Drive N - 108 rooms
60. Rosen Inn International - 728 rooms
61. Drury Inn & Suites Orlando - 238 rooms
62. Comfort Inn I-Drive - 112 rooms
63. Wyndham Orlando Resort - I-Drive - 690 rooms
64. Best Western I-Drive Orlando - 123 rooms
65. Embassy Suites by Hilton Orlando I-Drive 360 - 246 rooms
66. Quality Inn at I-Drive - 200 rooms
67. Ramada by Wyndham Orlando Near Conv Ctr - 133 rooms
68. Allure Resort I-Drive - 223 rooms
69. Rodeway Inn I-Drive Orlando - 297 rooms
70. Sonesta ES Suites Orlando I-Drive - 147 rooms
71. Fairfield Inn & Suites Orlando I-Drive/Conv Ctr - 160 rooms
72. Courtyard by Marriott Orlando I-Drive/Conv Ctr - 151 rooms
73. La Quinta by Wyndham Orlando I-Drive/Conv Ctr - 187 rooms
74. Castle Hotel - 214 rooms
75. Extended Stay America - Orl CC - Universal Blvd - 137 rooms
76. Residence Inn by Marriott Orlando Conv Ctr - 124 rooms
77. SpringHill Suites by Marriott Orl Conv Ctr/I-Drive - 167 rooms
78. Hampton Inn Orlando I-Drive/Conv Ctr - 170 rooms
79. Hyatt Place Orlando Convention Center - 150 rooms
80. Homewood Suites by Hilton Orl - I-Drive/Conv Ctr - 252 rooms
81. Avanti International Resort - 652 rooms
82. Quality Suites - 215 rooms
83. Westgate Lakes Resort & Spa – 1,986 rooms
84. Embassy Suites by Hilton Orlando I-Drive/Conv Ctr - 243 rooms
85. Rosen Inn at Pointe Orlando - 1,020 rooms
86. Las Palmeras by Hilton Grand Vacations - 315 rooms
87. Rosen Plaza Hotel - 832 rooms
88. Hyatt Regency Orlando - 1,641 rooms
89. Rosen Centre Hotel - 1,334 rooms
90. Midpointe Hotel by Rosen Hotels & Resorts at I-Drive - 134 rooms
91. Days Inn by Wyndham Orlando Conv Ctr/I-Drive - 219 rooms
92. Hilton Orlando - 1,428 rooms
93. Rosen Shingle Creek - 1,501 rooms
94. Extended Stay America - Orl CC - Sports Complex - 117 rooms
95. Extended Stay America - Orl CC - 113 rooms
96. Four Points by Sheraton Convention Center - 148 rooms
97. Best Western Orlando Convention Ctr Hotel - 93 rooms
98. DoubleTree by Hilton Orlando at SeaWorld - 1,020 rooms
99. TownPlace Suites by Marriott Orlando at SeaWorld - 188 rooms
100. Holiday Inn Express & Suites Orlando at SeaWorld - 181 rooms
101. SpringHill Suites by Marriott Orlando at SeaWorld - 200 rooms
102. Fairfield Inn & Suites by Marriott Orl at SeaWorld - 200 rooms
103. Renaissance Orlando at SeaWorld - 781 rooms
104. Hilton Garden Inn Orlando at SeaWorld - 224 rooms
105. Hampton Inn & Suites Orlando at SeaWorld - 105 rooms
106. Homewood Suites Orlando Theme Parks - 133 rooms
107. Staybridge Suites Orlando at SeaWorld - 89 rooms
108. Hilton Grand Vacations Club at SeaWorld - 787 rooms
109. Residence Inn by Marriott Orlando at SeaWorld - 350 rooms
110. Parc Corniche Condominium Suite Hotel - 310 rooms
111. Marriott's Grande Vista - 1,616 rooms
112. Marriott's Cypress Harbour Villas - 510 rooms

-
- A tall, cylindrical building with a decorative top, illuminated at night against a cloudy sky. The building has a white facade with blue accents and a large, ornate, illuminated dome-like structure at the top. The sky is dark blue with scattered white clouds. The building is surrounded by palm trees and other vegetation at the base.



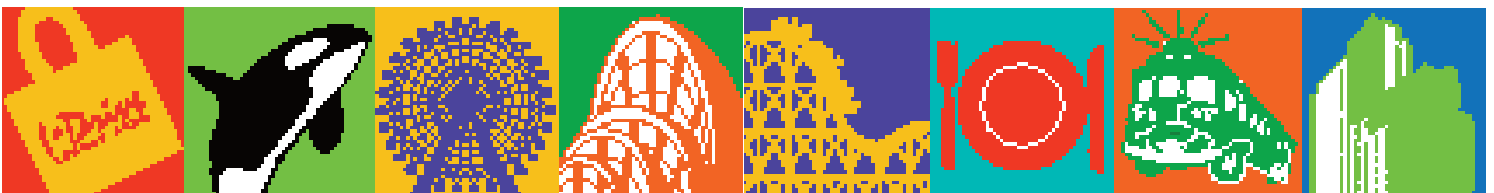
I•RIDE Trolley Service

The I-RIDE Trolley Service was created in 1997 and operates specifically to provide the businesses located within the International Drive Resort Area (the International Drive Business Improvement District) with an exclusive transportation system. Ridership on the trolleys was 1,358,081 in 2019 and 511,863 through COVID-19 in 2020. Our I-RIDE Trolleys travel along the 11-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 personPasses are not sold on Trolleys.
Passes are consecutive day use.
Transfers are FREE!
- Unlimited Ride Passes are sold at 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 International 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 International 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.



Pass Sales

- 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:

South bound ★5★21★28

North bound ★5★21★28★38



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 or by simply SMS texting the Trolley stop code which is found at each Trolley stop to 41411.

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











I·RIDE TROLLEY®

HOP ON BOARD!

TROLLEY STOPS

- 1 Red Line South Bound
- 1 Red Line North Bound
- G1 Green Line South Bound
- G1 Green Line North Bound
- ★ South Bound Transfers
- ★ North Bound Transfers

Map Legend

-  Visit Orlando Official Visitor Ctr
-  Highway Interchange
-  Hospital
-  Police/Sheriff
-  Post Office
-  Rosen YMCA Aquatic Center
-  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 International Drive.

www.InternationalDriveOrlando.com

The official site for International Drive information. Visitors have the opportunity to plan their entire vacation all from one website. Visitors may request the International Drive Resort Area Official 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 pg 27 for details.

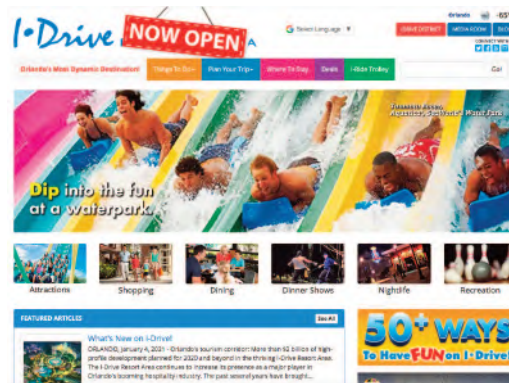
Visitor Overview

January 1, 2020 - December 31, 2020

Visits: 304,988 • Unique Visitors: 242,933

Page Views: 746,677 • Average Page Views: 2.45

Time on Site: 02:11 *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.IDriveLiving.com

Over the past few years, there's been a development boom of apartment communities within the I-Drive Resort Area. IDriveLiving.com is the resident resource for staying connected to what's new and noteworthy in their own backyard. Our mission is to connect the Resort Area businesses to those who choose to live, work and play in the heart of the action.



www.IDriveDistrict.com

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



Digital Communications

Featured Articles

What's New on I-Drive!
ORLANDO, January 4, 2021 - Orlando's tourism corridor: More than \$2 billion of high-profile development planned for 2020 and beyond in the thriving I-Drive Resort Area. The I-Drive Resort Area continues to increase its presence as a major player in Orlando's booming hospitality industry. The past several years have brought...

Museum of Illusions gets added to ICON Park's Play Pass Package
ORLANDO, January 13th, 2021 - ICON Park's newest attraction, Museum of Illusions, gets added to the popular ticket package, Play Pass.

International Drive Weekly Blog

[Home](#) / [Blog](#)

Latest Posts

Comfort Food on I-Drive
Cold weather calls for comfort food, and for those of us lucky enough to find ourselves choosing somewhere to eat along International Drive; there's no shortage of delicious, scratch made, good old fashioned comfort food, to choose from. If you find yourself craving a plate of delicious home cooking, grab your comfiest clothes and head to one of these dining spots on I-Drive Credit: MiasitallanKitchenFacebook 1. Mia's Italian Kitchen An entire restaurant inspired by the owner's gran...

[Read More](#)

New I-Drive Attractions in 2021
2020 is officially behind us, and we're looking forward to a new year full of new experiences on I-Drive! Get excited with us, and take a look at these highly anticipated attractions coming to Orlando in 2021! Break the Ice SeaWorld Orlando's Ice Breaker coaster was originally scheduled to open in 2020, but was pushed back due to the pandemic. They have since released an updated time frame for the grand opening of this one-of-a-kind coaster, and we've got our calendars marked...

[Read More](#)

The I-Ride Trolley is back!
We've all been waiting for the I-Ride Trolley services to resume, and our Christmas wish is coming true! Mark your calendar for December 17th because the green smiles we all know and love will again be making their way around International Drive. Just in time for the holidays! Due to COVID-19 guidelines, the Trolleys will be operating at limited capacity, with service running Thursday through Sunday from 8 am to 10:30 pm. Due to a reduced fleet, and capacity, be sure you allow for possible...

[Read More](#)

Enjoying the Winter Weather on I-Drive
With the cooler temps rolling into Orlando, it's beginning to 'feel' a lot like Christmas! Whether you've been longing for the cooler weather all year long, or you've escaped frigid temps to enjoy Florida's version of winter this season, this is a beautiful time of year for enjoying the weather in the sunny City Beautiful; and on I-Drive, we've got plenty of ways to do just that! Get outside with friends and family this season on I-Drive! Friend...

[Read More](#)

Calendar of Events

THIS MONTH ON I-DRIVE!
See Upcoming Events Calendar

[View past events](#)

Museum of Illusions Opens January 9 at ICON Park
Event Date: 1/9/2021 to 1/10/2021
Location: Icon Comedy Theater & Restaurant
A popular comedian turned actor who started his career on stage as a clown, European Eddie Griffin has built an ever-growing fan base since jumping onto the comedy scene in 1990. His Stand-Up Comedy Specials have received rave reviews including Def Comedy Jam (1992), the Cable Box Award-nominated HBO special One Night...

Soul Saturday Brunch
Event Date: 1/16/2021
Location: The Soul Kitchen
Join us and the EarthTang band for all your favorite Soul and R&B hits. We will be serving great music from scratch brunch & beverages! (mimosas) Doors open at 12pm and show starts at 1pm.

Eddie Griffin
Event Date: 1/16/2021
Location: Icon Comedy Theater & Restaurant
A popular comedian turned actor who started his career on stage as a clown, European Eddie Griffin has built an ever-growing fan base since jumping onto the comedy scene in 1990. His Stand-Up Comedy Specials have received rave reviews including Def Comedy Jam (1992), the Cable Box Award-nominated HBO special One Night...

En La Cocina! 'En La Cocina' at Tapa Toro is back!
Event Date: 1/20/2021 to 1/21/2021
Location: Tapa Toro Tapas Bar & Patio
Join us at Tapa Toro for an intimate, hands-on experience with our very own culinary team! Our En La Cocina cooking classes feature our favorite seasonal recipes, and make for a perfect date night or gift for a loved one! \$44 Per Person Per Class + Tax & Gratuity 2 Hands On Courses + 2 Chef Prepared Tights...

Ricardo Montaner
Event Date: 1/21/2021
Location: Icon Comedy Theater & Restaurant
The June 4th MONTANER show has been rescheduled and the new date is Thursday, January 21, 2021. Previously purchased tickets will be honored for the rescheduled date or refunds are available at the point of purchase for up to 14 days before the new date if you are...

Deray Davis
Event Date: 1/22/2021 to 1/24/2021
Location: Icon Comedy Theater & Restaurant
Born and raised on the south side of Chicago, comedian turned actor Deray Davis can most recently be "seen" and "heard" in the blockbuster mega hit 21 Jump Street, Jumping the Broom and his wildly successful Showtime 1 hour Comedy Special, Deray Davis: Power Play. He lends his voice and writing talent...

Partner and Visitor eNewsletters

News International Drive Resort Area
ORLANDO, FLORIDA - January 2021

NOW OPEN
Plan your I-Drive Play Pass!
Visit our Play Pass app to view a list of all businesses currently open in the I-Drive area. Keep checking back for updates!

Welcome to the Orlando Entertainment District
Visit our Play Pass app to view a list of all businesses currently open in the I-Drive area. Keep checking back for updates!

ORLANDO ENTERTAINMENT DISTRICT
ORLANDO, FLORIDA

Ways to Enjoy the Cold Weather on I-Drive

Get Cozy with Comfort Food on I-Drive - There is no shortage of delicious, scratch made, good old fashioned comfort food to choose from on I-Drive.

I-Drive Hosts Fun Outdoor Activities for Winter in Orlando - With cooler weather rolling in, it's the perfect time to get out and enjoy the sunny City Beautiful on I-Drive.

What's New on I-Drive! - More than \$2 billion of high-profile development planned for 2021 and beyond!

#LOVEORLANDO
Join us socially
I-DRIVE
I-DRIVE
I-DRIVE

News I-Drive Business Improvement District
January 2021

NOW OPEN
Getting The Word Out! - I-Drive District has been busy getting up our spring presence, helping our partners get the word out that they are open for business!

Enjoying the Cold Weather on I-Drive
Visit our Play Pass app to view a list of all businesses currently open in the I-Drive area. Keep checking back for updates!

ORLANDO ENTERTAINMENT DISTRICT
ORLANDO, FLORIDA

I-Drive is The Playground for Locals - new shopping, dining, and entertainment.

Museum of Illusions gets added to ICON Park's Play Pass - Orlando's newest attraction gets added to the popular ticket package.

Tell Me Something Good!

New I-Drive Attractions in 2021 - Take a look at highly anticipated attractions coming to I-Drive in 2021.

Enjoying the Winter Weather on I-Drive - With cooler weather rolling into Orlando, it's the perfect time to get out and enjoy the sunny City Beautiful on I-Drive.

Exciting Developments coming to I-Drive - More than \$2 billion of high-profile development planned for 2021 and beyond!

#LOVEORLANDO
Join us socially
I-DRIVE
I-DRIVE
I-DRIVE

Social Media - Facebook, Twitter & Instagram

International Drive Orlando
Liked · 40K likes

Sliding into the weekend with good food and names at Kins Ninin & Entertainment

Tweets by @idriveorlando

TIN ROOF

International Drive @idriveorlando
You're never far from something magical on I-Drive. ✨ Where will you be staying during your next Orlando vacation? #OrlandoVacation #OrlandoHotels #AvantiResort #InternationalDrive

mydriveorlando

Liked by pamelawaters and 197 others
mydriveorlando Relax and unwind! Monday is almost behind us... more

Social Media

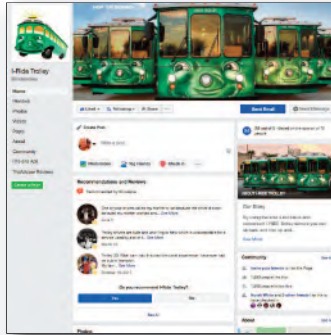
The quickest way to reach potential travellers or just plain “fans of all things International Drive” is through Social Media and the District has implemented an aggressive presence on Facebook, Twitter, Instagram and YouTube. These social media platforms allow instant sharing of International Drive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



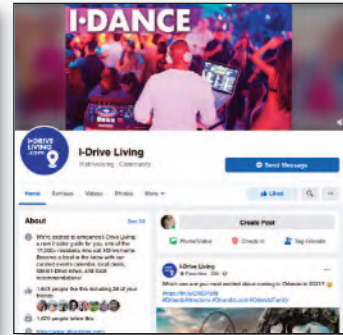
IDriveOrlando
2020 Impressions:
7,184,940



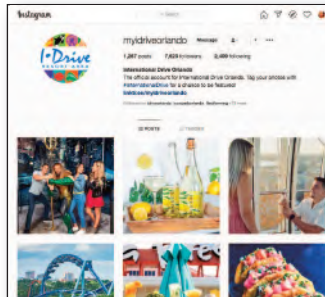
IRide Trolley
2020 Impressions:
143,434



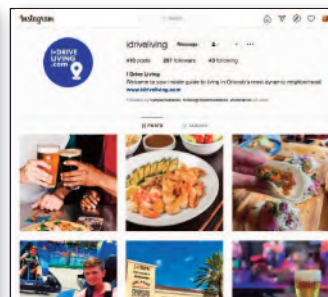
IDrive Living
2020 Impressions:
373,286



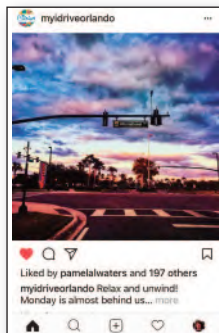
MyIDriveOrlando
2020 Impressions:
521,988



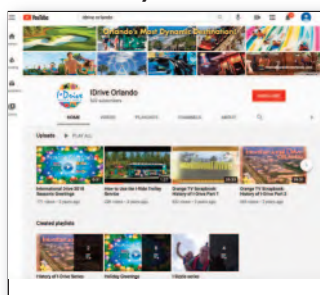
IDriveLiving
2020 Impressions:
32,556



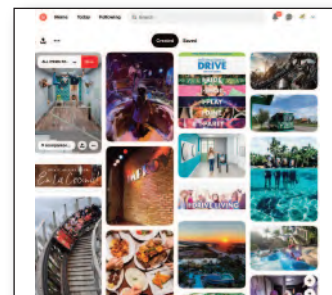
IDriveOrlando
2020 Impressions:
1,511,716



IDriveOrlando
2020 Impressions:
6,049



IDriveOrlando
50,700 monthly views



"I-Drive Sizzle" Video Campaign

The "I Sizzle Video Campaign" is a fresh, contemporary approach to promoting International 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.



Attractions



Dining



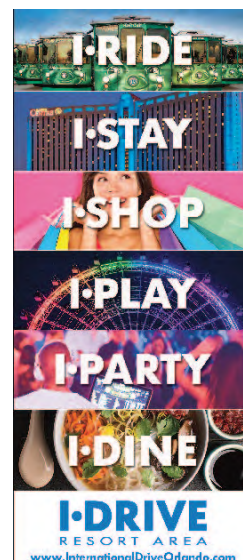
Nightlife



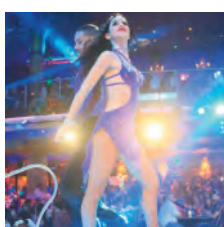
Shopping

Tourism and Local Advertising Campaigns

Introducing the I-RIDE Trolleys and the wide amenities of the Resort Area to potential visitors



Bringing International Drive to the locals through print and digital (Orlando Weekly, SouthWest Orlando Bulletin, Watermark and Orlando Family) and social media (Instagram, Facebook and Twitter).



International Drive Official Visitors Guide

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 International Drive Resort Area information. Published semi-annually in the spring and fall.

[illegible]

FREE MAP! \$600 in Coupons!

**INTERNATIONAL
DRIVE**
OFFICIAL GUIDE

I·RIDE

I·SHOP

I·PLAY

I·DINE

I·PARTY

I·STAY

Orlando, Florida
Spring / Summer 2020
InternationalDriveOrlando.com

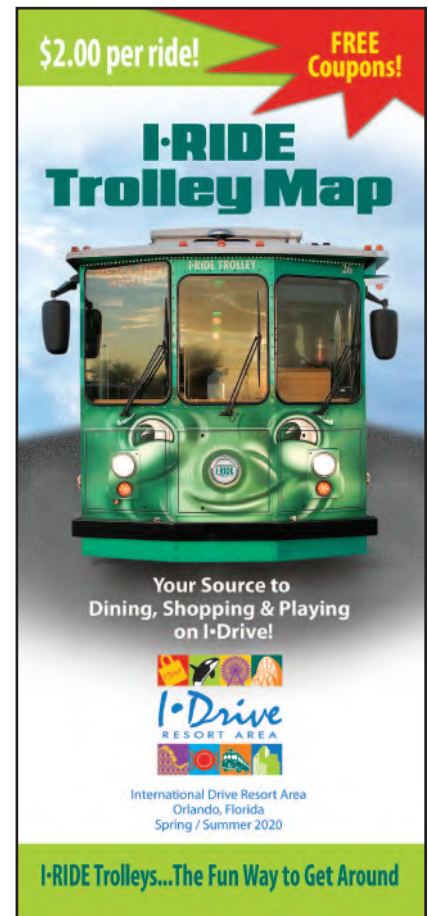
[illegible]

I-RIDE Trolley Coupon Map - The Guide to Dining, Shopping and Playing on International 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. Published semi-annually in winter and summer.

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

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.IDriveDistrict.com

- These are the exclusive publications distributed on the Trolleys that comprise the I-RIDE Trolley service with 1,358,081 in 2019 and 511,863 through COVID-19 in 2020.
- 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 International 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

International Drive Official Visitors Guide

Circulation: TBD

Ad Sizes:

Back Cover, full page only

Inside Front Cover, full page only

Full page – 3-1/2"w x 8-1/4"h, four color

Half Page – 3-1/2"w x 4"h, four color

Quarter Page – 3-1/2"w x 2"h, four color

FALL 2021 / WINTER 2022

Published: October 2021

Space: June 2021

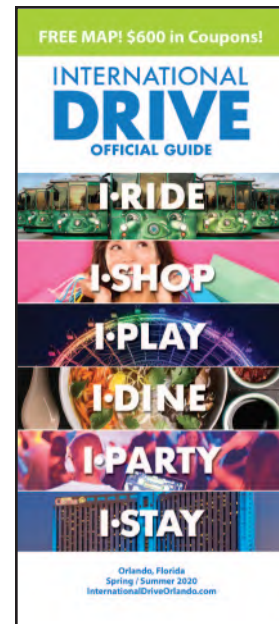
Art Due: July 2021

SPRING / SUMMER 2022

Published: April 2022

Space: January 2022

Art Due: February 2022



I-RIDE Trolley Coupon Map

Circulation: TBD

Ad Sizes:

Back Cover, Premium Position – 4" x 9"

Display Ad – 2"w x 6"h, full panel

Display Ad – 2"w x 3"h, half panel

Coupon – 2"w x 1" r color

FALL 2021 / WINTER 2022

Published: October 2021

Space: June 2021

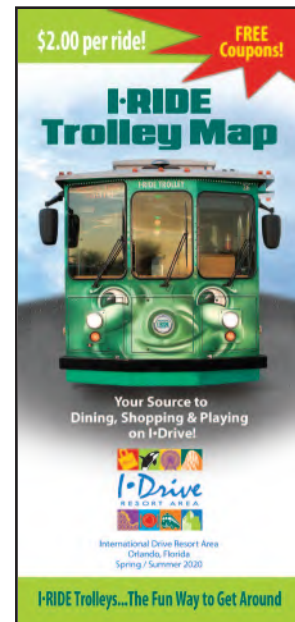
Art Due: July 2021

SPRING / SUMMER 2022

Published: April 2022

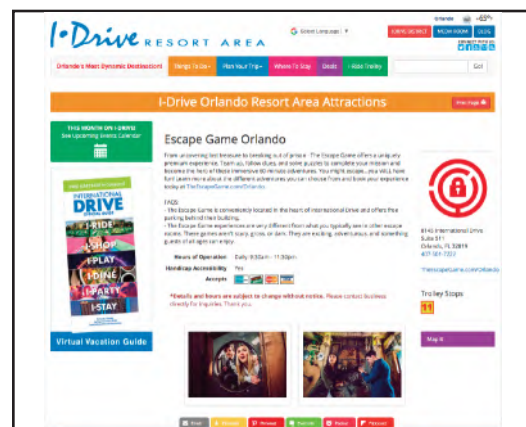
Space: January 2022

Art Due: February 2022



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 11-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.

Post COVID-19 Marketing

Marketing efforts to highlight our District Partners through digital/social marketing to locals & residents.

IDrive2Go.com Digital Campaign



SouthWest Orlando Bulletin

144,336 Impressions
256 Clicks

Now Open - Playcation Digital Campaign



SouthWest Orlando Bulletin

176,669 Impressions
146 Clicks

Orlando Family

Email Blast:
61,183 Impressions
146 Clicks
Website Banners
29,981 Impressions
138 Clicks

Orlando Date Night

448,353 Impressions
536 Clicks

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.

2019 was the 18th year that the International Drive Business Improvement District has participated in the annual Salvation Army Angel Tree program. Our first year, the District staff adopted 25 Angels. In 2019, through the generosity of 100+ area businesses and individuals over 900 Angels were adopted, plus bikes and cash donations.

Holiday Dazzle on International Drive - Official Tree Lighting 2017

The best way to begin the holiday season celebration was with the Official International Drive Holiday Tree Lighting Ceremony! Hosted by the International 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 & VRBO Citrus Bowl

December 27, 2018 - January 1, 2019

International Drive once again the focus of the entire country as we hosted many of the Orlando Fan Events at International Drive 360, leading up to the two Florida Citrus Sports games: the Camping World Bowl on December 28, 2018 and the VRBO Citrus Bowl on January 1, 2019. 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.



St. Jude 5K Walk / Run to End Childhood Cancer - September 2018 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.



For more information on how you can get involved, please contact marketing@InternationalDriveOrlando.com.

International Drive Clean Team

The International 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 International 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).



District Public Safety Program

One of the world's top tourist and meeting destinations, the International 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 International Drive Business Improvement District, seven days a week.

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 International 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 International Drive within the City limits.



Both programs have been highly successful in deterring crime in our area. This safety initiative provides increased services to the 14.3 million visitors and the more than 75,000 employees who work in the area each day.

District Engagement Officers (DEO) Program

The International Drive District Engagement Officers (DEO) program is a public private partnership between the International Drive Business Improvement District and the Orange County Sheriff's Office that serves to ensure a memorable and welcoming experience to our visitors and residents in the International Drive Resort Area.

The DEO program provides a direct, on-the-street connection seven days a week and proactively engages the community by providing the following services:

- Ensuring a world-class hospitality to the public by providing directions, recommendations, and other assistance as necessary
- Observe and report suspicious activity
- Assist businesses and residents with questions or concerns about the area
- Special event safety, traffic management and information



For more information about the DEO program, please contact either Luann Brooks with the International Drive District at LBrooks@IDriveDistrict.com or Captain Joe Scutero with the Orange County Sheriff's Office, Sector 5 at Joe.Scutero@ocfl.net

International Drive Art Projects

Art on International Drive - The Traffic Control Art Box Program

Sponsored by Orange County, the ETC Stakeholder Group and the International 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 International 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 International Drive Business Improvement District.

The first phase of this program is along International 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 International 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 International Drive Business Improvement District. Funding for the project was provided by the Lynx Art in Transit Initiative and the International Drive Business Improvement District.

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

It has made International 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

2021 and Beyond Distributed exclusively by the International Drive Business Improvement District.

Total projects by year: 2021 - 23 | 2022 - 2 | Unknown - 9

- 1 **FiT PRiNT** - All inclusive personal training studio December 2020 fitprintorlando.com
- 2 **Kirkman Road Resurfacing** – 6.6 miles, Sand Lake Road to S.R. 408 - beginning August 2019, completion fall 2021 cflroads.com
- 3 **Kirkman Road Pedestrian Bridge** – 186-foot steel-truss bridge, 14-feet wide, improved sidewalks - 2021 www.i4ultimate.com
- 4 **Universal Orlando Resort - Jurassic World VelociCoaster** – summer 2021
- 5 **Grand National** - 16.5 acres, mixed-use project
 - TownePlace Suites Orlando Southwest near Universal – 7-story, 148 units April 2021 www.naproperties.com/projects/grand-national/
- 6 **Dezerland Action Park** – 800,000 SF Entertainment, Event & Museum Complex
 - Indoor Arcade & Go-Kart Opened December 2020
 - Orlando Auto Museum 2021 www.dezerlandactionpark.com
- 7 **Deseo Grande** – 5-story apartments, 365 units, April 2022
- 8 **Hyatt House Orlando I-Drive** – 8-story, 175 rooms 2021 www.house.hyatt.com
- 9 **Vib Hotel Orlando** – 5-story, 118 rooms www.bestwestern.com
- 10 **King Cajun Crawfish Restaurant at Four Points by Sheraton** – 2,400 SF Louisiana seafood restaurant 2021
- 11 **Endless Summer Resort - Dockside Inn & Suites**
2,050 room resort - completion December 15, 2020 blog.universalorlando.com
- 12 **Bronze Kingdom** – 27,000 SF collection of bronze African art with event space, restaurant and bar (old Whirly Dome) - December 2020
- 13 **Afrotainment TV Studios** - 30,000 SF digital television studios with daily productions of Afro TV, including 220 seat auditorium, 180° cyclorama music recording studio and event hall December 2020
- 14 **Republic Square Apartments** – 401 units, 4-story - 2021 summit-contracting.com
- 15 **Silver Hills - Universal Apartments** – 345 units, 4 to 5-stories, parking garage December 2021 deangelisdiamond.com
- 16 **PAC Pizzeria** – Brazilian pizzeria offering a variety of pizza options including stuffed crusts and sweet pizzas, October 2020 pacpizzeria.com
- 17 **Sand Lake Road Interchange** – Sand Lake Road and I-4 interchange reimagined into a diverging diamond configuration. www.i4beyond.com/project-info-map/#sand-lake-rd-s-r-482-i-4-interchange-improvements
- 18 **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 www.mangos.com/skyplex
- 19 **Sand Lake Road Improvement Project** – Widening to 6 lanes, drainage improvements, bike path, new sidewalks, extends from I-Drive to Universal Blvd., completion late 2020 www.cflroads.com
- 20 **Kirkman Road Extension** – Public-private partnership (FDOT, Orange County and Universal)
1.7 mile north / south stretch, Carrier Drive to Universal Blvd, www.cflroads.com/project/443817-1
- 21 **ICON Park** –
 - In The Game - restaurant with arcade and virtual experiences -1st quarter 2021
 - Orlando Slingshot - 300' high, 450' catapult - summer 2021
 - Orlando Gyro Drop Tower - 400' high, 350' freefall, 75 MPH summer 2021
 - Museum of Illusions Orlando - interactive attraction - January 9, 2021 iconorlando.com

22 I-Drive Dedicated Transit Lanes – Dedicated bus transit lanes from Sand Lake Rd. to the Beachline.
www.orangecountyfl.net Completion summer 2022

23 Universal's Epic Universe - Theme Park with entertainment center, hotels, shops, restaurants and more
blog.universalorlando.com/destination/announcing-universal-epic-universe/flournoypartners.com

24 Pointe Orlando –

- Redevelopment - The Link - new 100' passageway, escalator, gathering space, upgraded valet areas, new signage, 2021 www.pointeorlando.com
- The Hampton Social - restaurant specializing in seafood, pizza & brunch, 1st quarter 2021 www.thehamptonsocial.com
- KAVAS Tacos + Tequila - mexican cuisine, fall 2021 kavastacos.com

25 Sand Lake Vista - mixed-use project to include:

- Jefferson Sand Lake Apartments – 264-unit, luxury apartment community, two 5-story buildings, 2-story clubhouse, 2nd quarter 2021 jeffersonapartmentgroup.com
- 7-Eleven
- Four restaurant pads totaling 17,500 SF • 30,000 SF self-storage structure

26 Smallcakes Cupcakery & Creamery - located in Lake Cay Commons, featuring 18 signature cupcake flavors and 15 flavors of ice cream. October 2020 smallcakescupcakery.com

27 Orange County Convention Center - North/South Improvements – Convention Way Grand Concourse, Multipurpose Venue OCCC.net

28 Cheddar's Scratch Kitchen – made-from-scratch menu, 7,300 SF restaurant, November 2020 cheddars.com

29 Tru by Hilton – 8-story, 259 rooms, completed September 2020 tru3.hilton.com

30 Aquatica, SeaWorld's Water Park - Riptide Race – Dueling water slide, 68' tower, nearly 650' of slide aquatica.com/orlando spring 2021

31 SeaWorld Orlando – Ice Breaker - Multi-directional launch coaster, 93' tall spike with 100° angle, spring 2021 www.seaworldorlando.com

32 Aloft and Element Orlando - International Drive South – 7-story, 284 rooms, 2021 www.ad1global.com

33 Home2 Suites Near SeaWorld – 6-story, 137 units, first quarter 2021 hilton.com/en/home2/

34 Tryp by Wyndham Orlando – 4-story, 98 rooms, completion November 2020 www.wyndhamhotels.com/tryp/

35 Paradiso Grande Resort Orlando – 157 vacation home community to include town homes and single-family vacation homes from 3 to 15 bedrooms, also will feature community clubhouse, resort-style pool with lazy river and walking trails. mid 2021 paradisograndehomes.com

36 Popeyes – New prototype store for fast food chain. popeyes.com

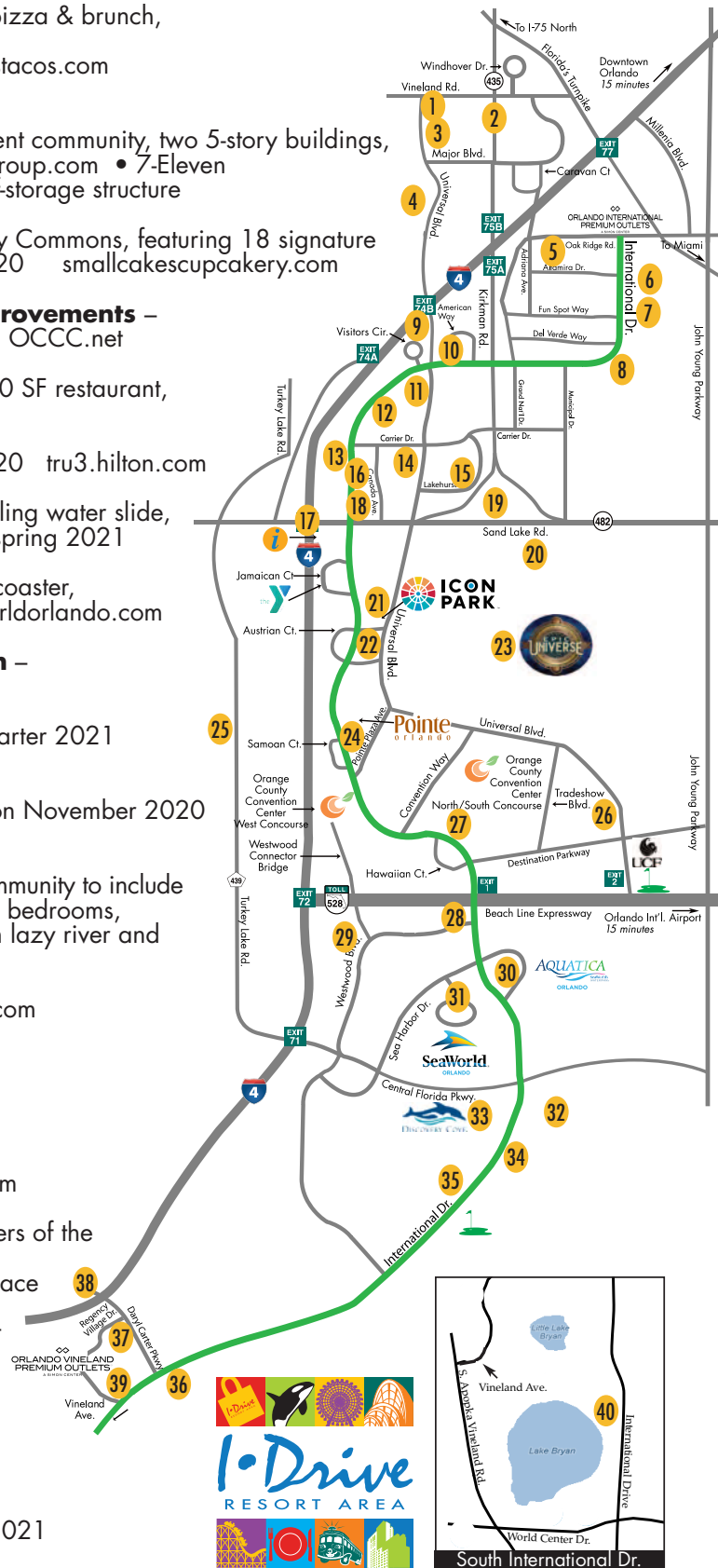
37 Vineland Pointe – Three-phase retail center, 69.41 acres, 447,500 SF retail space

- Phase 2 & 3 – open: Target, Cheesecake Factory, Sephora
- ALDI - March 2021, Chick-fil-A - May 2021, Walk-On's - September 2021, Alamo Drafthouse Cinema
- expected completion 2021 www.vinelandpointeorlando.com

38 O-Town West – mixed-use project spanning across three corners of the intersection of Daryl Carter and Palm Parkway; combines over 1,500 residential units with retail, dining, hotel and office space across four districts: The Village at O-Town West, The Crossings at O-Town West, Town Center at O-Town West and the City Center at O-Town West. White Castle and Portillo's - 4th quarter 2021 unicolor.com/project/otown-west

39 GLō Hotel – 4-story, 154 rooms, 2021 www.bestwesterndevelopers.com/portfolio/glo.php

40 The Addison Lake Bryan Apartments – 266 units, May 2021 theaddisonlakebryan.com



Map not to scale • Subject to change without notification

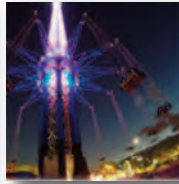
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International Drive 2018 Development: A Year in Review

ATTRACTIONS



Air Force Fun North



Orlando Starflyer



Ray Rush at Aquatica



Infinity Falls at SeaWorld



Fast & Furious Supercharged



Nomadic VR Games

DINING



Bahama Breeze



Voodoo Doughnut



Longhorn Steakhouse



Dunkin' Donuts



Ford's Garage



The Golden Pod Chocolate Bar



Starbucks



Vining Crossing - Starbucks

ENTERTAINMENT



Hollywood Plaza Entertainment Complex



Rock Dinner Show & Orlando Forum



Route 65 Orlando

SHOPPING



Vineland Pointe



U.S. Gift Factory



7-Eleven



Lexus of Orlando

ACCOMMODATIONS



Residents Inn Near Universal Studios



Aventura Hotel



Avanti Palms Resort & Conf Ctr

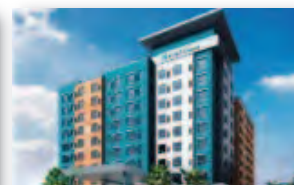


Kirkman Point II

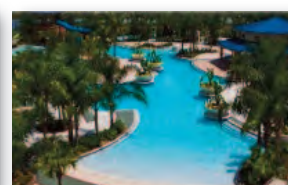
COUNTY PROJECTS



The Reserve at Rosen Shingle Creek Resort



Hyatt House Orlando Universal



Hilton Orlando



I-Drive Widening Project



OCCC Capital Improvements

International 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**



Kraken Unleashed



Dolphin Nursery



Lockbusters Escape Game



Flamecraft Bar



Topgolf Orlando

SHOPPING



Hogan's Beach Shop



CVS Pharmacy

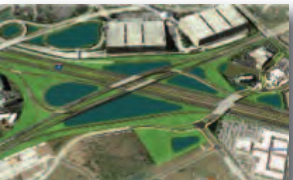


**Visit Orlando's
Official Visitors Center**

TRANSPORTATION



I-Drive Pedestrian Bridge



**Grand National Overpass
Kirkman Rd. Interchange**

DINING



Pio Pio Restaurant



Uncle Julio's



Pollo Tropical

ACCOMMODATIONS



**Cabana Bay Beach
Resort Expansion**



**Calypso's Pool Bar &
Grille at Caribe Royale**



**DoubleTree by Hilton Orl
at SeaWorld Expansion**



**Hawthorn Suites by
Wyndham Orlando**



**Holiday Express & Suites
Orl at SeaWorld**



**Homewood Suites
Orl Theme Parks**



**Las Palmeras by
Hilton Grand Vacations**



**Staybridge Suites
Orl at SeaWorld**



**TownePlace Suites
Orl at SeaWorld**



**Westgate Lakes
Resort & Spa**

RESIDENTIAL



**Ancora
Apartment Homes**



Axis West



Lake Vue Apartments



Lantower Grande Pines



Westwood Apartments

International Drive 2016 Development: A Year in Review

ATTRACTIONS



SeaWorld's
Mako Coaster



Incredible Hulk
Roller Coaster



Skull Island
Reign of Kong

ACCOMMODATIONS



Loews Sapphire Resort



Home2 Suites by
Hilton Orlando

DINING



McDonald's



Toothsome
Chocolate Emporium



Tony Roma's

ENTERTAINMENT



Cinemark Orlando
Theater Complex



Main Event Entertainment
at Pointe Orlando

SHOPPING



Seabra Foods



Courtney Apartments
at Universal Blvd.

RESIDENTIAL



Alexan Crossroads



Breakout Escape
Rooms Orlando

International Drive 2015 Development: A Year in Review

ATTRACTIONS



I-Drive NASCAR



Chocolate Kingdom



Gator Spot
at Fun Spot America

NIGHTLIFE



Mango's Tropical
Café & Nightclub



Blue Martini



Lafayette's
Music Room

DINING



Applebee's Restaurant



I-Shops



Del Frisco's Restaurant



Itta Bena



NBC Sports
Grill & Brew

SHOPPING



Artegon Marketplace
Orlando



Banco do Brasil



Orlando
Crossings Mall



Wawa



I-Drive 360
now ICON Orlando 360

RESIDENTIAL

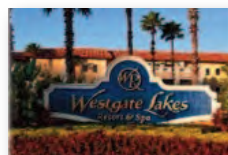


Citi Lakes
Luxury Apartments



Integra Cove
Apartments

ACCOMMODATIONS



Westgate Lake
Resort & Spa



Hampton Inn
& Suites Orlando
at SeaWorld

TRANSPORTATION



North I-Drive
Improvement Project

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
- Ongoing Project
- bit.ly/2040VisionPlan

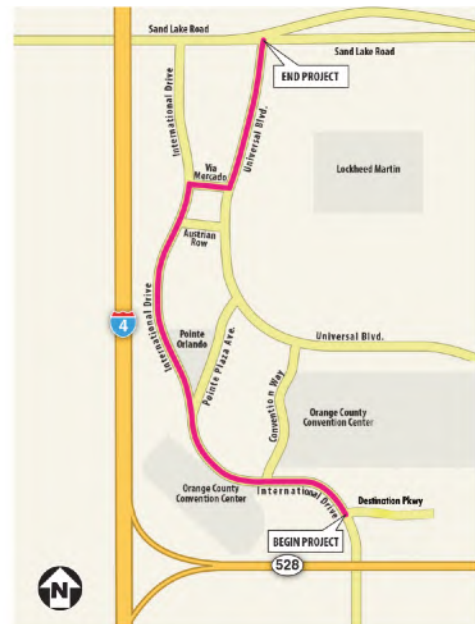


DEDICATED TRANSIT LANES ON I-DRIVE

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
- bit.ly/IDriveTransitLanes



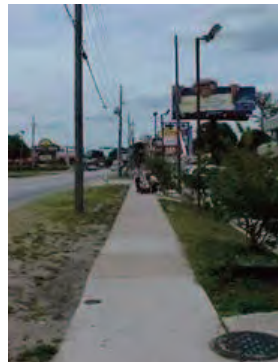
SAND LAKE ROAD IMPROVEMENT PROJECT

- 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: late 2020
- bit.ly/SandLakeRd



International Drive Business Improvement District Accomplishments since 1992

- Develop the first International 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 International Drive.
- Develop and publish the first I-RIDE Trolley coupon map.
- Develop and administer the first of their kind websites, solely dedicated to International 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 International 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 International Drive (TOPS).
- Develop and administer the first ever Clean Team program for International Drive.
- Develop and administer the first ever mobi site for International 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 International Drive.
- Partner with Orange TV to produce three segments dedicated to telling the story and history of the International 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 International 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 International 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 International Drive Business Improvement District.
- Responsible for removing the old "Ramada Inn" eye sore sign at International 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 International Drive Area. Updated annually.
- 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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IDriveLiving.com • IDriveDistrict.com

updated: 1/28/2021