

2017 DISTRICT PARTNERS 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:

2017 I-Drive District Partner 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 Partner Guide was created specifically to provide details on the benefits of and opportunities that are available to you.

We encourage you to take advantage of the District Partner programs and to attend the regularly scheduled District Board Meetings. These meetings are open to the public to provide you with 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.

If you would like additional copies of this Partner Guide, please contact the I-Drive Business Improvement District office at 407-248-9590 or email 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 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 \$8.1 Billion in Gross Taxable Land Value as of 2016 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.

Chairperson

Ms. Sibille Pritchard, Orlando Plaza Partners

Vice Chairperson

Ms. Susan Godorov, Pointe Orlando

Other Members

Mr. Harris Rosen, Rosen Hotels & Resorts
Mr. Charles Gundacker, Universal Orlando
Mr. Tom Smith, Hyatt Regency Orlando

District Staff

Ms. Luann Brooks - Executive Director
Ms. M. Zina Talsma - Director of Sales & Marketing
Ms. Norah White - Advertising Sales Manager
Ms. Lynn Havanec - Office Operations Manager
Ms. Denise Daugherty - Hospitality Manager
Ms. Susan D'Elia - Administrative Support
Ms. Katey Palmer - Receptionist



Our Objectives 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 99 stops. Ridership on the trolleys was 1,754,224 in 2016.
- 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 - 500,000 produced each year.
 - I-RIDE Trolley Map & Coupon Guide - 400,000 produced each year.
 - Exclusive websites - www.InternationalDriveOrlando.com, www.IRideTrolley.com and www.IDriveDistrict.com
 - Public Relations - local/national communications campaigns
- 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: Annual Travel Around I-Drive, Salvation Army Angel Tree Program, and the Florida Citrus Bowl Game Fan Festivities on I-Drive.
- Provide bi-weekly electronic communication to the District Partners about the activities scheduled within the Orange County Convention Center.
- 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.
- District Advisory Board Meetings begin at 9:30 am and are held at the Convention Center District Office, 6014 Destination Parkway, Orlando, FL 32819. District Governing Board Meetings are held annually, in September at the Orange County Administration Building, 201 S. Rosalind Ave., Orlando FL 32801. Please check back to our website at www.IDriveDistrict.com, two weeks prior to each meeting to confirm meeting location and view the proposed agenda.



Future Key Projects & Initiatives

- Economic Impact Study Analysis
- In cooperation with Orange County – pedi cab ordinance for International Drive
- Dedicated Bus Lane project coordination with both Orange County & the City of Orlando
- I-Drive 2040 Convention Plaza District Steering Committee
- Communication & coordination with FDOT on the Sand Lake Road improvement project
- Bus Rapid Transit (BRT) best practice research

FY 2017 Budgets

MSTU 1

I-Drive Master Administrative Taxing Unit Fund #1177

Revenues \$2,053,028 Expenses \$2,187,585

MSTU 2

I-Drive Bus Service Taxing Unit Fund #1178

Revenues \$6,277,821 Expenses \$6,670,483

MSTU 3

North I-Drive Improvement Taxing Unit Fund #1179

Revenues \$124,688 Expenses \$127,000

COMBINED REVENUES	\$8,455,537
COMBINED EXPENSES	\$8,985,068
BEGINNING FUND BALANCE	\$1,498,776
ENDING FUND BALANCE	\$969,245



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.

2016 gross taxable value according to the Orange County Property Appraiser certification is \$8.1 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



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

MSTU 1

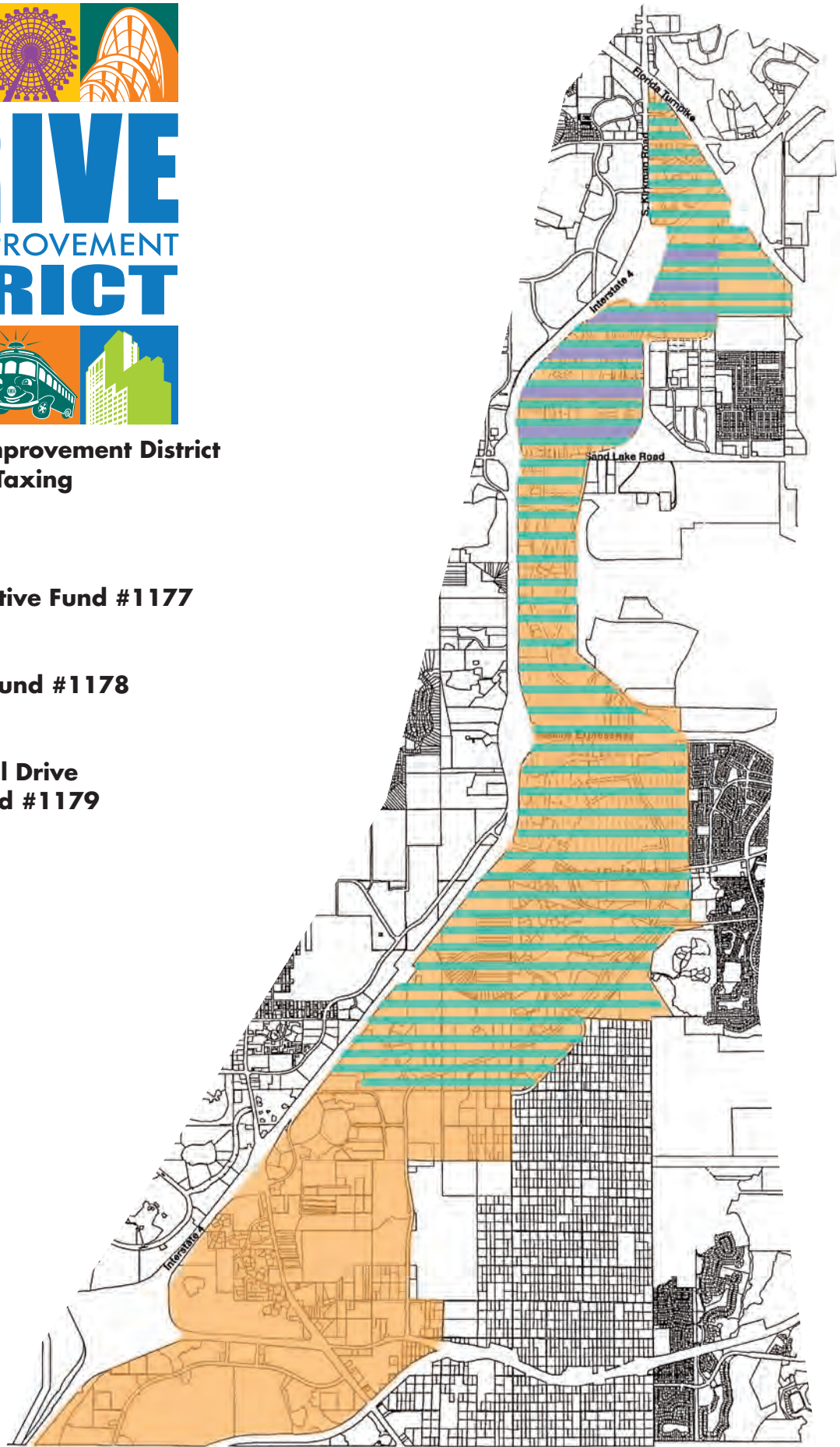
Master Administrative Fund #1177

MSTU 2

Bus Service Area Fund #1178

MSTU 3

**North International Drive
Improvements Fund #1179**



I-Drive Stats

Economic Impact

- The District is comprised of a total land parcel count of 10,387
- Representing \$8.1 billion in Gross Taxable Value on the Orange County tax roll in 2016
- Encompassing 6,000+ Acres

Source Orange County Property Appraisers Office

International Drive Visitors

5.4 Million overnight visitors annually

Number of Hotel Rooms

46,650

Average Room Occupancy

2015	77.4%
2014	74.5%
2013	71.6%
2012	69.4%
2011	70.5%

Source Visit Orlando

Employment

Employs 75,000 people

Major Shopping/Entertainment

- Orlando International Premium Outlets
- Artegon Marketplace Orlando
- Pointe Orlando
- Orlando Vineland Premium Outlets
- I-Drive 360





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

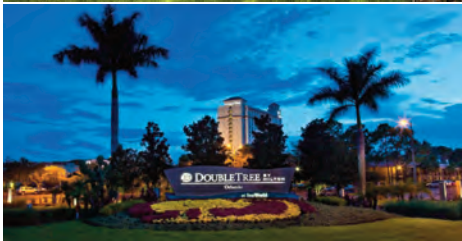
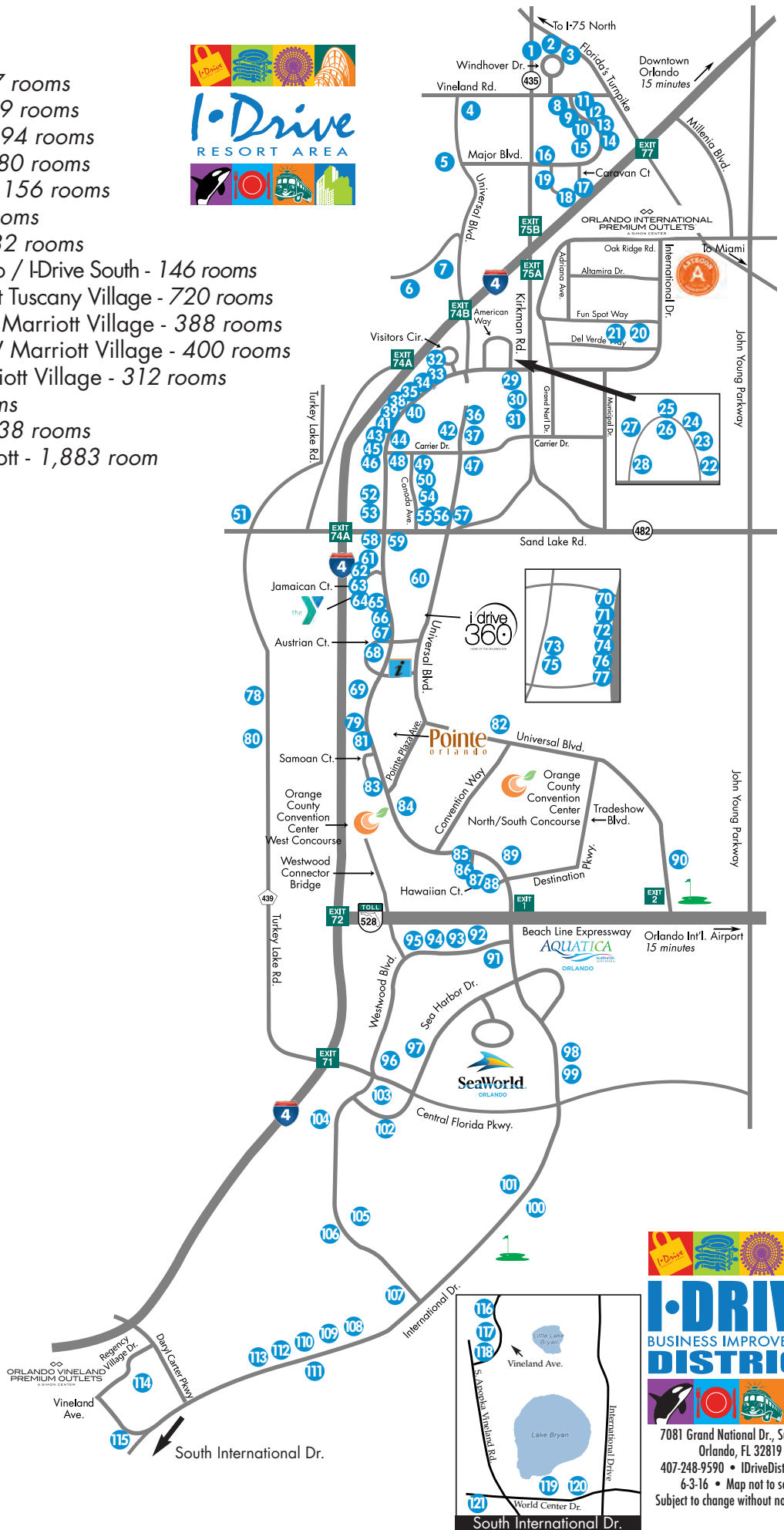
Year Ending	Attendance	Number of Events
2015	1,357,590	192
2014	1,350,545	188
2013	1,247,234	194
2012	1,316,431	181
2011	1,210,956	178
2010	1,176,613	200

Source OCCC/Visitor Orlando Audit Report

I-Drive Resort Area Accommodations: Total of 46,650 Rooms

- 1 Wingate Inn by Wyndham - 101 rooms
- 2 Quality Inn & Suites - 103 rooms
- 3 Hampton Inn Closest to Universal Orlando - 120 rooms
- 4 Loews Portofino Bay Hotel - 750 rooms
- 5 Hard Rock Hotel - 650 rooms
- 6 Cabana Bay Beach Resort - 1,800 rooms
- 7 Loews Royal Pacific Resort - 1,000 rooms
- 8 Fairfield Inn & Suites Orl near Universal Orl Resort - 116 rooms
- 9 Best Western Plus Universal Inn - 70 rooms
- 10 Extended Stay America - Orl Parks - Vineland Rd. - 84 rooms
- 11 Holiday Inn Express - 196 rooms
- 12 InTown Suites - 151 rooms
- 13 Comfort Suites - 101 rooms
- 14 La Quinta Inn at Universal Studios - 135 rooms
- 15 Extended Stay America - Orl Parks - Major Blvd. - 122 rooms
- 16 DoubleTree by Hilton at Entr to Universal Orl - 746 rooms
- 17 Clarion Inn & Suites Univ Studios Area - 160 rooms
- 18 Hyatt Place Orlando Universal - 150 rooms
- 19 Holiday Inn & Suites at Universal - 390 rooms
- 20 Orlando International Resort Club - 63 rooms
- 21 Orlando Sunshine Resort - 84 rooms
- 22 La Quinta Inn - I-Drive North - 156 rooms
- 23 SUNSOL I-Drive - 192 rooms
- 24 Hilton Garden Inn I-Drive North - 158 rooms
- 25 Homewood Suites by Hilton Universal - 122 rooms
- 26 Super 8 - Orlando - 109 rooms
- 27 Motel 6 Orlando Universal Studios - 148 rooms
- 28 Four Points by Sheraton Orl Studio City - 301 rooms
- 29 Days Inn Orlando / I-Drive - 250 rooms
- 30 I-Drive Grand Resort & Suites - 350 rooms
- 31 Hampton Inn South of Universal - 169 rooms
- 32 Orlando Continental Plaza Hotel - 190 rooms
- 33 Monumental Movieland Hotel - 261 rooms
- 34 Floridian Express - 218 rooms
- 35 Rosen Inn - 315 rooms
- 36 Best Western Plus Orlando Gateway - 297 rooms
- 37 The Point Orlando Resort - 228 rooms
- 38 International Palms Resort & Conf Ctr - 650 rooms
- 39 The M Hotel - 160 rooms
- 40 Ramada Plaza Resort & Suites I-Drive Orl - 295 rooms
- 41 Heart of I-Drive Hotel Near Universal - 120 rooms
- 42 The Westgate Palace Resort - 402 rooms
- 43 Econo Lodge Orlando - 118 rooms
- 44 The Enclave Hotel & Suites - 153 rooms
- 45 Holiday Inn Express & Suites - 156 rooms
- 46 CoCo Key Hotel & Water Park - 392 rooms
- 47 Country Inn & Suites by Carlson - 170 rooms
- 48 Quality Suites near Orange County Conv Ctr - 155 rooms
- 49 Comfort Inn & Suites - 200 rooms
- 50 The Floridian Hotel & Suites - 129 rooms
- 51 Drury Inn & Suites Orlando - 238 rooms
- 52 Rosen Inn International - 728 rooms
- 53 Hampton Inn & Suites Orlando I-Drive - 108 rooms
- 54 staySky Suites I-Drive Orlando - 153 rooms
- 55 Hawthorn Suites by Wyndham I-Drive - 176 rooms
- 56 Crowne Plaza Orlando Universal - 400 rooms
- 57 Grand Hotel Orlando - 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 I-Drive / Jamaican Ct - 246 rooms
- 63 La Quinta Inn Orlando - 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 by Marriott - 151 rooms
- 69 Avanti Resort Orlando - 656 rooms
- 70 La Quinta Inn & Suites Orlando Conv Ctr - 187 rooms
- 71 Castle Hotel - 214 rooms
- 72 Extended Stay America - Orl CC - Universal 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 by Hilton I-Drive Conv Ctr - 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 The Las Palmeras by Hilton Grand Vacations - 315 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
- 92 Best Western Plus Orlando Conv Ctr Hotel - 93 rooms
- 93 Hawthorn Suites Orlando / Conv Center - 150 rooms
- 94 Extended Stay America - Orl CC -
6443 Westwood Blvd - 113 rooms
- 95 Extended Stay America - Orl CC -
Sports Complex - 117 rooms
- 96 Hilton Garden Inn Orlando at SeaWorld - 224 rooms
- 97 Renaissance at SeaWorld - 781 rooms
- 98 SpringHill Suites Orlando at SeaWorld - 200 rooms
- 99 Fairfield Inn & Suites Orlando at SeaWorld - 200 rooms
- 100 Marriott's Grande Vista Resort - 1,616 rooms
- 101 Parc Corniche - 210 rooms
- 102 Hilton Grand Vacations Club at SeaWorld - 787 rooms
- 103 Hampton Inn & Suites Orlando at SeaWorld - 105 rooms
- 104 Residence Inn Orlando at SeaWorld - 350 rooms
- 105 Marriott's Cypress Harbour - 510 rooms
- 106 Marriott Vacation Club Harbour Lake - 360 rooms

- 107 Westgate Leisure Resort - 157 rooms
- 108 WorldMark by Wyndham - 99 rooms
- 109 Monumental Hotel Orlando - 94 rooms
- 110 The Fountains at Lake Eve - 180 rooms
- 111 Sheraton Vistana Villages - 1,156 rooms
- 112 The Fountains Resort - 565 rooms
- 113 Floridays Resort Orlando - 432 rooms
- 114 Home2 Suites by Hilton Orlando / iDrive South - 146 rooms
- 115 Hilton Grand Vacations Club at Tuscany Village - 720 rooms
- 116 Fairfield Inn & Suites Orl LBV Marriott Village - 388 rooms
- 117 SpringHill Suites Orlando LBV Marriott Village - 400 rooms
- 118 Courtyard Orlando LBV Marriott Village - 312 rooms
- 119 Buena Vista Suites - 279 rooms
- 120 Caribe Royale Orlando - 1,338 rooms
- 121 Orlando World Center Marriott - 1,883 room



7081 Grand National Dr., Suite 105
 Orlando, FL 32819
 407-248-9590 • iDriveDistrict.com
 6-3-16 • Map not to scale
 Subject to change without notification

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/drpphilliphospital/index.aspx

Air Transportation

The Resort area is serviced by two international airports:

Orlando International Airport	2011	2012	2013	2014	2015
Domestic	31,923,422	31,504,158	30,871,580	31,272,695	33,725,097
International	3,245,799	3,784,729	3,948,757	4,278,888	5,084,240

Source Orlando International Airport

Orlando Sanford Airport

Domestic	1,129,496	1,362,284	1,613,381	1,885,193	2,232,871
International	447,811	453,445	418,799	299,508	247,251

Source Orlando Sanford Airport

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

- 5 of the World's Greatest Theme Parks...SeaWorld®, Discovery Cove®, Aquatica, SeaWorld's Water Park®, Universal Studios® and Islands of Adventure®!
- Plus 35 Additional Thrilling Attractions!
- 3 Entertainment Complexes!
- 55 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 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.

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 1,754,224 in 2016. 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.



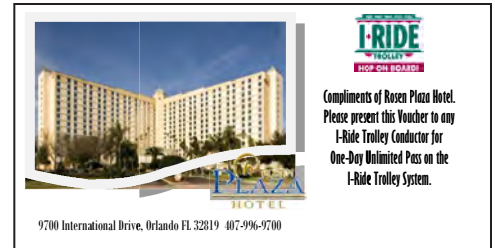
Exclusive Trolley Benefits for I-Drive District Partners

- 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 monthly 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.



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 Hotel Voucher Program enables hotels to provide complimentary transportation to their guests as a valued added service. Participants pay a discounted price for redeemed vouchers only.



sample

Advertising Opportunities

- Special District Partner rates are available for exterior and interior advertising opportunities on the I-RIDE Trolleys. For complete details visit www.IDriveDistrict.com or contact marketing@InternationalDriveOrlando.com.



I-RIDE Trolley Route

With 99 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, Aquatica and Wet 'n Wild, 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 ★9★21★28★32



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.

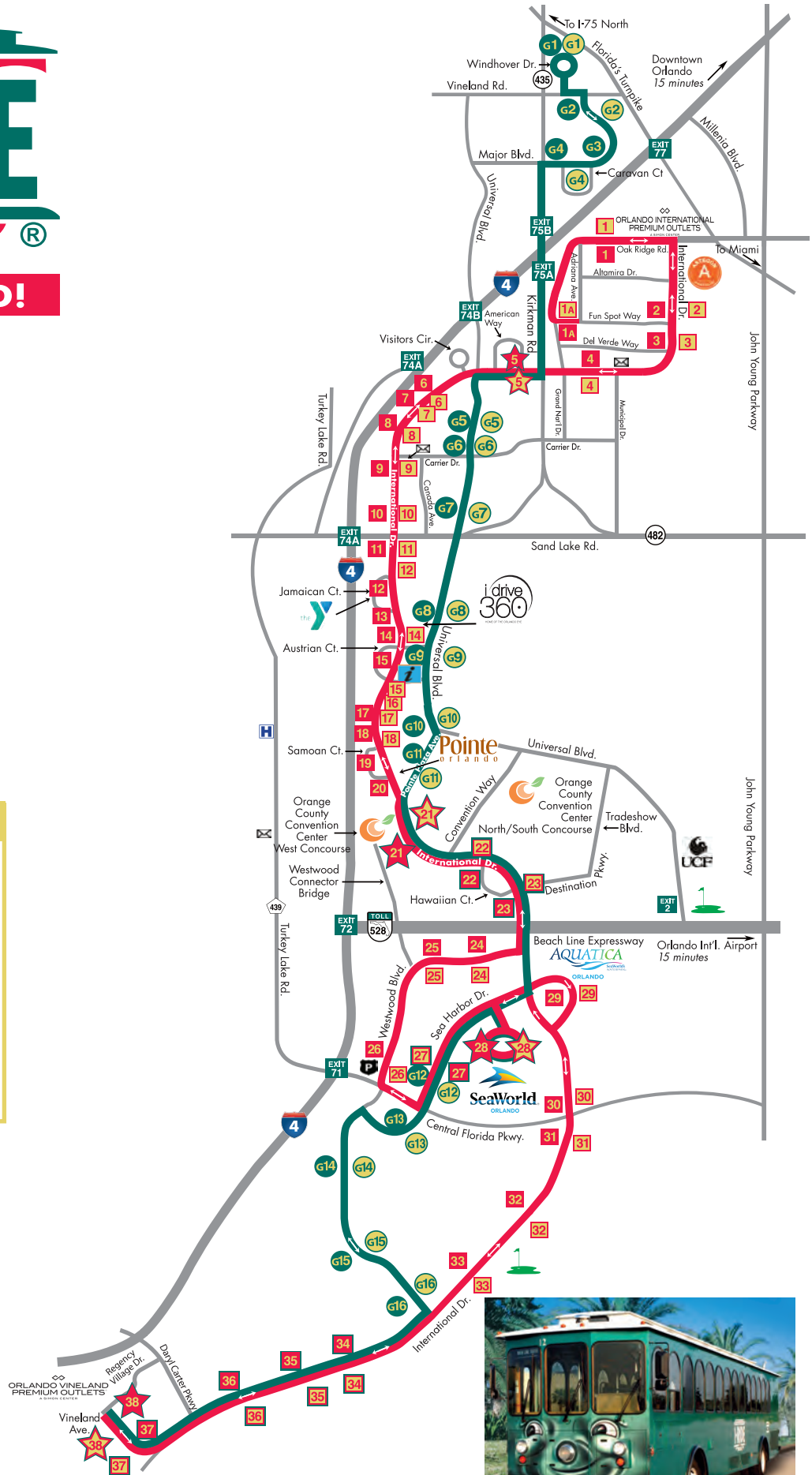




HOP ON BOARD!

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



I-RIDE Trolley Facts At A Glance

- Hours 8:00a.m. - 10:30p.m. daily. Trolleys travel throughout the International Drive Resort Area servicing 105 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 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.



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

This official site functions as the ultimate resource for I-Drive information and for visitors to have the opportunity to plan and book their entire vacation all from one web site location. Visitors to the site may also request the "International Drive Resort Area Official Visitors Guide (OVG)" and then opt-in to receive e-newsletters.

District Partners receive a basic listing at no charge. The listing includes the business name, address, telephone number, Trolley Stop location, and 50 words of descriptive copy. To obtain a basic listing form, contact info@InternationalDriveOrlando.com. Visit web site to see your current listing.

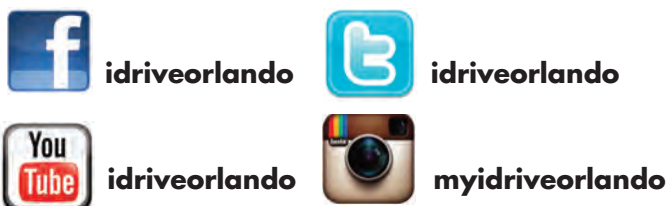
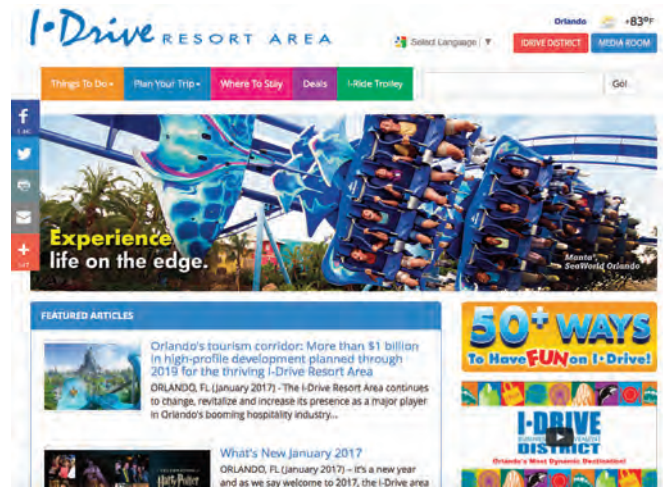
An online booking engine allows site visitors to book their I-Drive Resort Area accommodations. This reservation portal provides our District Partners another source for hotel reservations.

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.



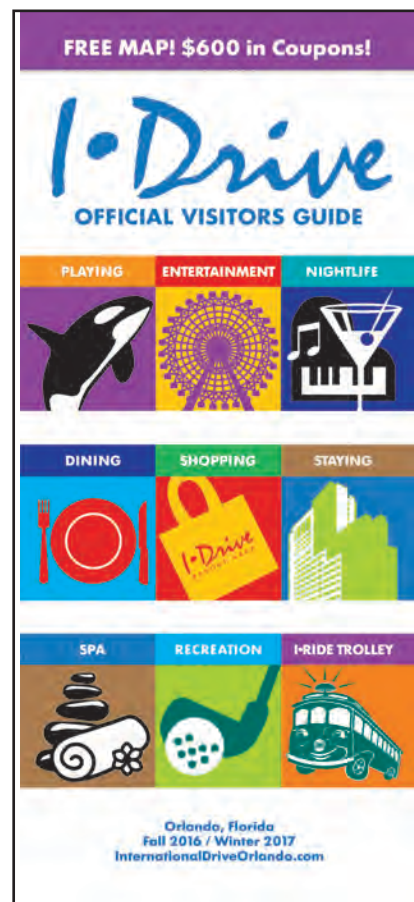
Print Collateral/iDrive2Go.mobi

I-Drive Official Visitors Guide

The International 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 500,000 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 400,000 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 Advertising

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

Print Distribution Channels:

- These are the exclusive publications distributed on the Trolleys that comprise the I-RIDE Trolley service with 1,754,224 million trips in 2016.
- 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 by over 100 Resort Area Hotels as a value-added benefit to their guests.

iDrive2Go.mobi

With **iDrive2Go.mobi**, guests can find a vast array of options for dining, shopping or attractions on I-Drive. The I-RIDE Trolley section provides "NextTrolley" information as well as maps and listings of what is near each trolley stop. Access to the mobile site is obtained by QR scanning, SMS texting or by simply going to **iDrive2Go.mobi** on a mobile device.

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



Special 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.

Travel Around I-Drive at Pointe Orlando

The inaugural Travel Around I-Drive at Pointe Orlando event took place on May 5th, 2015 to celebrate National Travel & Tourism Week.

The event was a fun scavenger hunt with 5 stops, the participating venues being Copper Canyon Grill, Tharoo & Co. Jewelry Boutique, Hollister, Hard Knocks and Taverna Opa. Prizes were given for Best Dressed, First Individual to cross the finish line and to the First Team to finish.

Sponsors were Visit Orlando, Pointe Orlando, I-Drive Business Improvement District, Paramount Hospitality Management Resort Collection and Mears Transportation Group.

We successfully raised \$7,715 with only 54 participants! All proceeds benefited the I-Drive YMCA Aquatic Center Scholarship fund.

This event replaced the annual I-Drive 5k run, which we had held for the past 12 years, yet due to many other conflicting races happening on the same date, we cancelled it for 2015. Over the past 13 years we have been able to donate total of \$140,148 to the I-Drive YMCA Aquatic Center's Scholarship fund by holding an annual fundraising event.

Our goal is grow the annual Travel Around I-Drive event and continue giving back to 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.

2016 was the 15th 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 2016, through the generosity of 109 District Partner Businesses and individuals 871 Angels were adopted, plus bikes and cash donations. This equates to nearly 30% of all Angels adopted in Orange County!

Florida Citrus Bowl Games: Russell Athletic Bowl and Buffalo Wild Wings Citrus Bowl

December 26, 2016 - December 31, 2016

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

- Russell Athletic Bowl - December 28, 2016
- Buffalo Wild Wings Citrus Bowl - December 31, 2016

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.

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



Public Relations/Communications

The I-Drive Business Improvement District develops and updates monthly content on www.InternationalDriveOrlando.com and www.IDriveDistrict.com with communications directed to its various audiences:

News media (news releases and media alerts),
District Partners (announcements, community development, image/video galleries) and
Visitor Information (Events Calendar).

For the past 14 years, the area has been represented at the media marketplace with the Society of American Travel Writers.

For information, contact:
wrenda@internationaldriveorlando.com.



I-Drive Destination Video

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 99 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.

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 5.4 million overnight visitors each year 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

2016 and Beyond Distributed exclusively by the I-Drive Business Improvement District.

- 1 Residence Inn Universal Studios** – Five-story, 145,000 SF extended-stay 196 room hotel • Expected opening late 2017 www.marriott.com
- 2 Universal Orlando Resort** – Loews Sapphire Resort: 1000 rooms – opened July 2016
Skull Island Reign of Kong – opened July 2016 • Incredible Hulk Roller Coaster – opened August 2016
Toothsome Chocolate Emporium & Savory Feast Kitchen – opening September 2016 • Volcano Bay Water Park – opening in 2017
Cabana Bay Beach Resort Expansion: Hotel tower with 399 rooms – opening Summer 2017
Fast & Furious: Supercharged Ride – opening 2018 blog.universalorlando.com
- 3 Grand National Drive Overpass / Kirkman Road Interchange** – Expected completion 2017 www.i4ultimate.com/project-info
- 4 Fun Spot America** – Expansion to include new themes • Incorporate new food & beverage partners
Coasters • Water rides and much more www.fun-spot.com/fun-spot-americas-future/
- 5 Hyatt House** – Eight-story • 175 room hotel • Expected opening Summer 2016 www.house.hyatt.com
- 6 Orlando Crossings Mall** -
Seabra Foods Market – opened June 2016 www.seabrafoods.com
Air Force Fun Helicopter Tours - 2,400 SF, two-story with two helicopters – opening December 2016 www.airforcefun.com
- 7 iSquare Hotel & Mall Complex** – 600 luxury hotel rooms & suites • Luxury spa • Retail Mall
Roof Top Restaurant & Heli Pad • Expected opening 2019 www.isquareusa.com
- 8 Kirkman Point II Office Development** – 135,000 SF Class A office building • Expected opening 2017 www.cbre.com
- 9 McDonalds Restaurant & PlayPlace – World’s Largest**
Over 19,000 SF of Bistro and Arcade • Opened March 2016 www.mcfun.com
- 10 SKYPLEX Entertainment Complex** – Home to the Skyscraper – world’s tallest roller coaster at 500+ feet • SkyFall – a 450 foot drop ride
Open Air Promenade • Indoor Arcade • Hotel • Restaurants • Retail • Project Size is 1.5 million SF
Expected opening 2019 www.mangos.com/skyplex
- 11 Sand Lake Road Improvement Project**
Widening to 6 lanes, drainage improvements, bike paths & new sidewalks
from I-Drive to Universal Blvd. • Expected completion 2017 www.cflroads.com
- 12 Hollywood Plaza Parking Garage** –
Parking garage • high-end Italian rooftop restaurant, Circo Orlando • Ground level retail • Expected opening 2017
- 13 Starflyer – Vue at 360** – World’s tallest spinning swing ride – 425 feet • Expected opening 2017
- 14 I-Drive Dedicated Transit Lanes**
Dedicated bus transit lanes from Sand Lake Road to the Beachline • Expected completion late 2021 www.orangecountyfl.net
- 15 Tony Roma’s** – Interior renovation • Added: new 1,000+ SF patio, bar area and
two new private rooms • Reopened September 2016 www.tonyromas.com
- 16 iFLY Orlando Indoor Skydiving** - One-story 14,000 SF building featuring
two wind tunnel tubes • Projected opening first quarter 2017 www.iflyworld.com
- 17 Main Event Entertainment** at Pointe Orlando – State of the art bowling experience
48,000 SF • Opening November 2016 www.mainevent.com
- 18 Andretti Indoor Kart Racing & Games** – 95,200 SF attraction to include multi-level
go-karting, laser tag, rock climbing, bowling and more • Opening 2017 www.andrettikarting.com
- 19 Topgolf Orlando** - Three-level • 65,000 SF entertainment center with private event space
102 climate-controlled hitting bays • Expected opening Fall 2017 www.topgolf.com/us/orlando
- 20 The Courtney Apartments at Universal Boulevard** – 355 residential units
Opened January 2016 www.thecourtneyatuniversalboulevard.com
- 21 CVS Pharmacy** – 13,615 SF store & pharmacy www.cvs.com
- 22 I-Drive Pedestrian Bridge**
Will connect the OCCC West Building with the Hyatt Regency Orlando • Expected opening 2017 www.orangecountyfl.net

23 Orange County Convention Center Capital Improvements
The largest renovation project in the venue's history www.occc.net/cip

24 Westgate Lakes Resort & Spa
430 spaces within a parking garage • 9,000 SF pavilion expansion - completed 2015
The Village Shops at Westgate Lakes • 50,000 SF meeting space, restaurant & retail
Westgate Resort Condominiums • Eight-story building • 80 units
Expected completion 2016 www.westgateresorts.com

25 The Reserve at Rosen Shingle Creek Resort
325 room • 16-story condo tower • walk-in pool and lazy river
70,000 SF operations building • multi-level parking garage • additional golf holes
www.rosenshinglecreek.com

26 SeaWorld Orlando -
Mako Coaster: Orlando's tallest, fastest & longest roller coaster - opened June 2016
Kraken® Virtual Reality Roller Coaster - opening Summer 2017
Dolphin Nursery - opening Summer 2017
Flamecraft Bar - opening Summer 2017
Aquatica Pass Member Pavilion - opening Summer 2017
www.seaworldorlando.com

27 TownePlace Suites Orlando at SeaWorld
Six-story • 188 room hotel • Estimated completion December 2016
www.marriott.com

28 Holiday Inn Express & Suites Orlando at SeaWorld -
Six-story • 181 room hotel Estimated completion December 2016
www.ihg.com

29 Homewood Suites - 134 room hotel on 3.50 acres
Expected opening 2016 www.homewoodsuites3.hilton.com

30 Staybridge Suites Orlando at SeaWorld -
Six-story • 95 room hotel • Expected completion March 2017
www.ihg.com

31 Axis West - 268 unit luxury apartment community
Expected completion late 2016
www.flournoypartners.com/axis-west.html

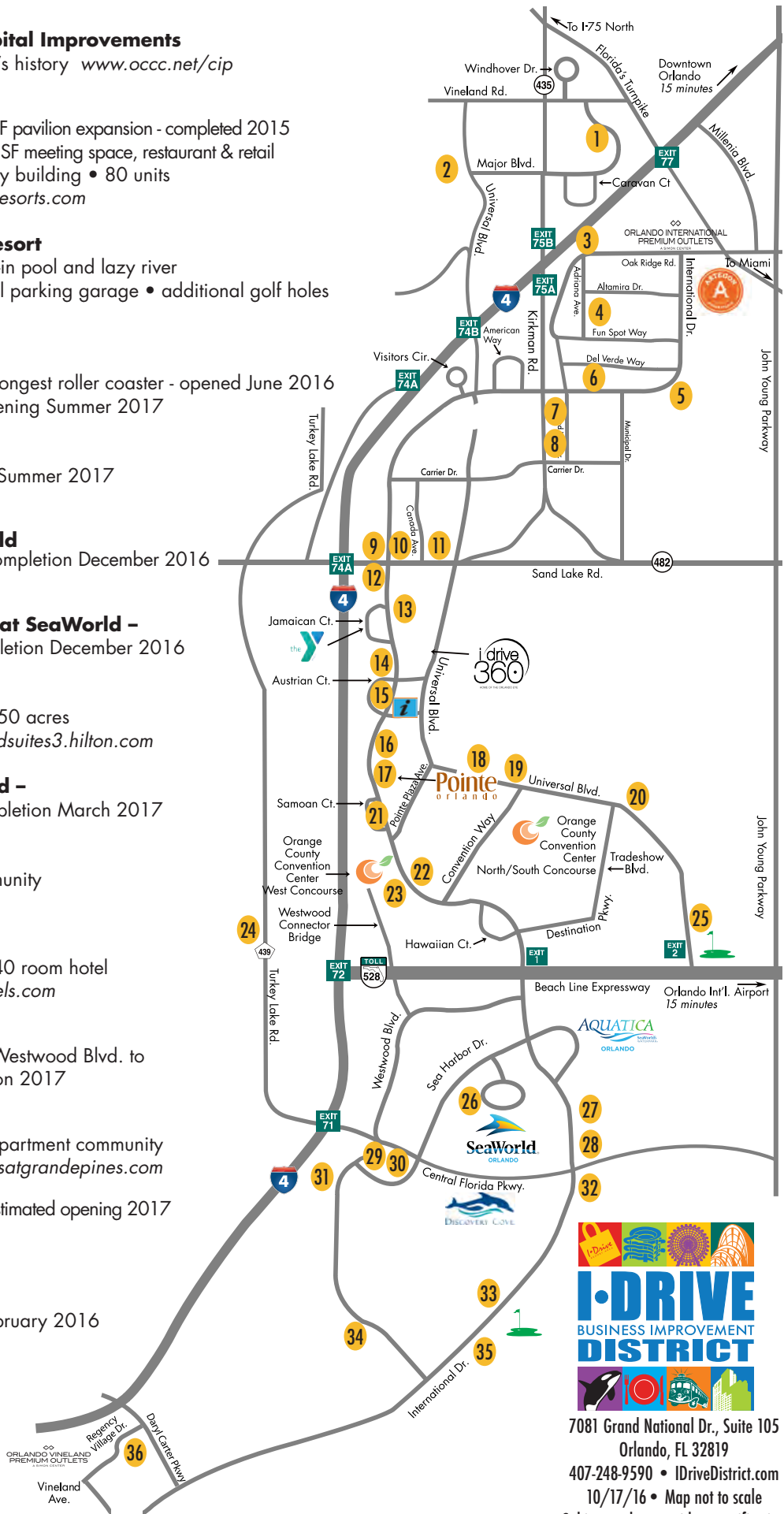
32 Cambria Hotel & Suites - Seven-story • 140 room hotel
Expected opening 2017 www.choicehotels.com

33 International Drive Widening project
Widening from 4 lanes to 6 lanes from S. Westwood Blvd. to N. Westwood Blvd. • Expected completion 2017
www.orangecountyfl.net

34 Oasis at Grande Pines - 282 unit luxury apartment community
Expected opening late 2016 www.theoasisatgrandepines.com

35 Ancora Apartment Homes - 289 units • Estimated opening 2017
www.ancoraapartments.com

36 Home2 Suites by Hilton Orlando / International Drive South
Four-story • 146 room hotel • Opened February 2016
www.home2suites3.hilton.com



7081 Grand National Dr., Suite 105
Orlando, FL 32819
407-248-9590 • IDriveDistrict.com
10/17/16 • Map not to scale
Subject to change without notification

I-Drive 2015 Development: A Year in Review

ATTRACTIONS



I-Drive NASCAR



Chocolate Kingdom



**Gator Spot
at Fun Spot America**

ENTERTAINMENT COMPLEXES



I-Drive 360



**Mango's Tropical
Café & Nightclub**

NIGHTLIFE



Blue Martini



**Lafayette's
Music Room**

DINING



Applebee's Restaurant



I-Shops



Del Frisco's Restaurant



Itta Bena

SHOPPING



**Artegon Marketplace
Orlando**



Orlando Crossings Mall



**Banco do Brasil
Americas**



**Wawa Convenience
Store**

RESIDENTIAL



**Citi Lakes
Luxury Apartments**



**Integra Cove
Apartments**

TRANSPORTATION



**North I-Drive
Improvement Project**

Transportation Initiatives and Projects

I-DRIVE 2040 VISION

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 includes:

- 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 2018

City of Orlando North I-Drive Improvement Project

- Widening within the right of way to create dedicated bus lanes and right turn lanes
- New steel mast arm traffic signals
- Intelligent Transportation System improvements
- New 10' wide sidewalks (where available)
- New bike lanes
- New landscaping
- Pavement rehabilitation/resurfacings
- Projected completed in December 2014

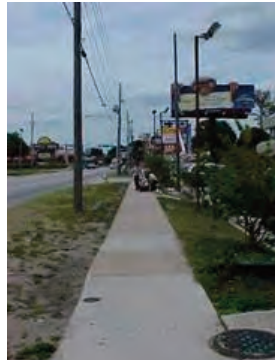


I-Drive Business Improvement District Accomplishments since 1992

- 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



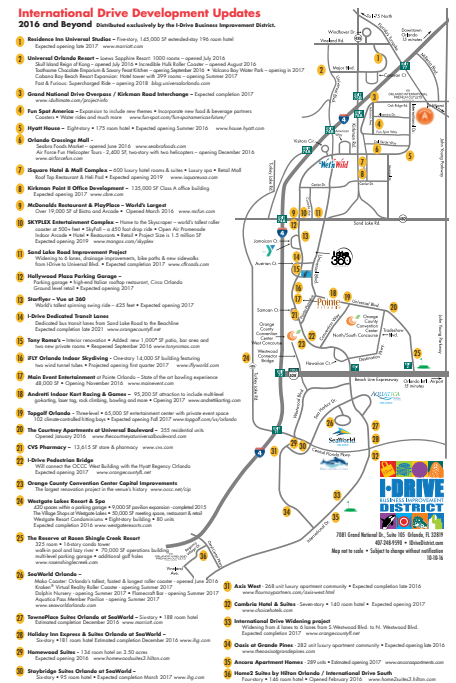
- Plan and organize several, first of its kind, cause marketing driven events that benefit our community. (examples are the annual Travel Around I-Drive and the Salvation Army Angel Tree program)
- Develop, fund and administer the first ever dedicated public safety program for I-Drive (TOPS)
- Develop 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 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)



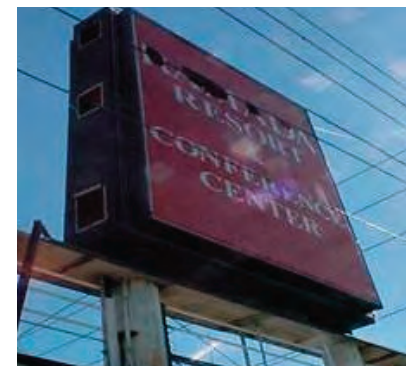
- Develop communications and public relations programs solely for the benefit of the District
- Develop the first ever comprehensive I-Drive Business Improvement District Development demographic and statistical information. Includes a geographic map and supporting presentation with materials. (see page 27)
- Administer the landscape & maintenance program for the public right of way for North International Drive
- Organized the removal of all illegal magazine racks within the public right of way
- Monthly Driver Education meetings sponsored by various I-Drive District partner businesses
- Visit over 100 pass sales locations on a regular basis to present updated information



- 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



- Responsible for removing the old "Ramada Inn" eye sore sign at I-Drive and Sand Lake Road
- 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



I-Drive Business Improvement District
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www.InternationalDriveOrlando.com • www.IRideTrolley.com
www.IDriveDistrict.com

updated: 1/18/17