



THE
Milk
DISTRICT

**TRANSFORMATION
STRATEGIES**

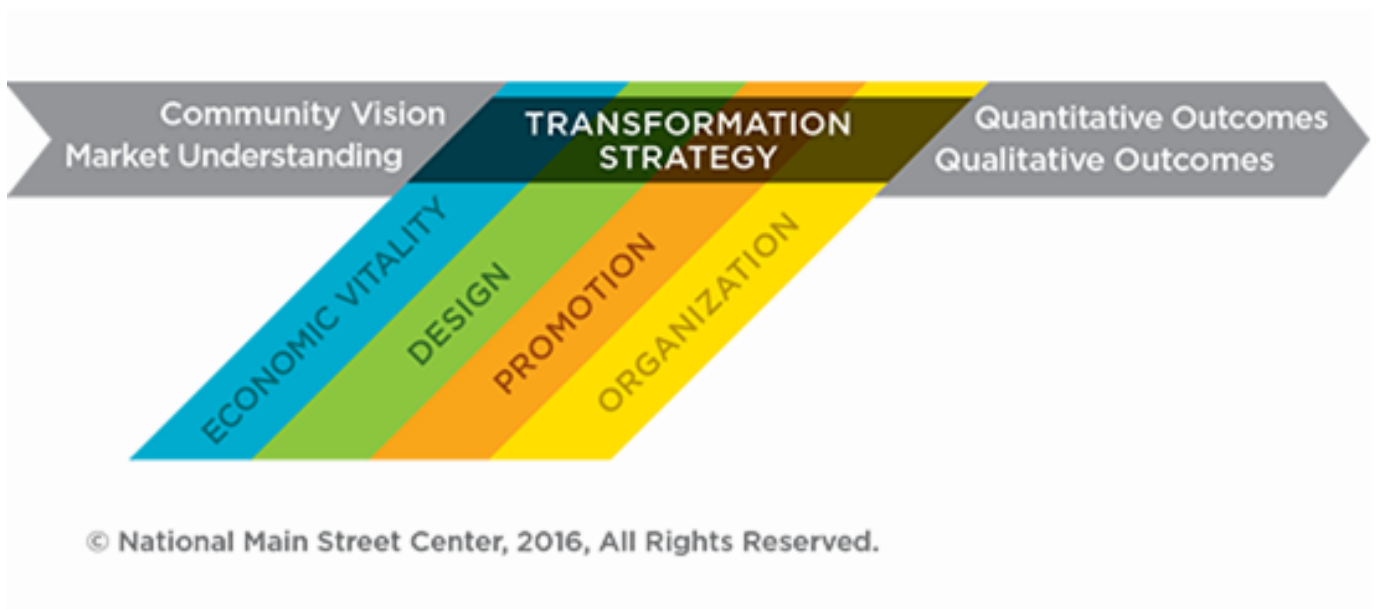


2021 TRANSFORMATION STRATEGIES

Transformation Strategies – generated through meaningful community engagement and informed by an analysis of the district’s market position – help to guide a revitalization program’s work. An effective Transformation Strategy serves a particular customer segment, responds to an underserved market demand, or creates a differentiated destination.

From October 2020 - January 2021, The Milk District conducted a series of meetings, surveys, and discussions to form its transformation strategies and help focus its work for the years to come.

Through this process, The Milk District has identified the following strategies to guide its work.



MISSION

To enhance and preserve the small business community, while nurturing the arts, culture, and ongoing development of our creative district.

VISION

The Milk District is a diversely dynamic neighborhood for locals that has become a draw for the region and a must-stop for visitors to get to know the city, a hive of creativity and culture in the heart of Orlando. The District strives to lead the region as home to authentic cultural experiences, destination dining, live entertainment, outdoor activities, and an innovative workforce. Through embracing its grassroots spirit and gritty character, The Milk District works side by side with independent businesses to foster community and human connections that impact all parts of daily life.

TRANSFORMATION STRATEGIES

DINING, ARTS AND ENTERTAINMENT

Focuses on things people do for fun, usually in the evenings while supporting the artists and creative professionals that make The Milk District unique.

HEALTH, WELLNESS, AND THE ENVIRONMENT

Pulls together retail, recreational, educational, and professional businesses and organizes them around improving people's wellbeing while pursuing environmentally friendly economy for The Milk District

TOURISTS AND TOURISM

Leverages the unique places, people, and experiences in The Milk District to encourage people to visit The Milk District from elsewhere.

COMMUNITY SURVEY

This online survey, conducted over eight weeks, aimed to identify community sentiment about The Milk District and how people.

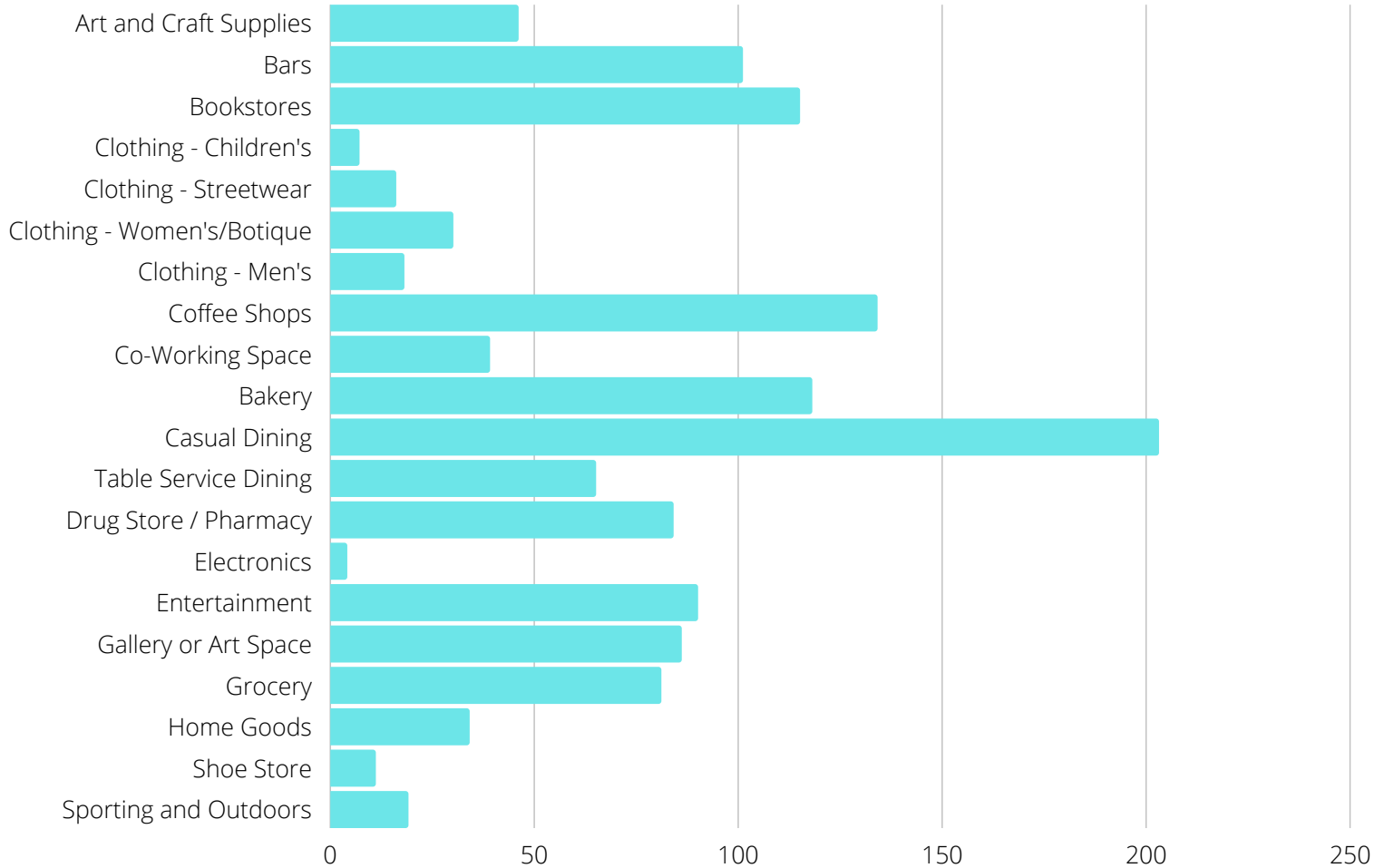
The survey was marketed through email and social media to over 40,000 followers. Local residents were engaged through yard signs and a 4,000 piece mailing, as well as neighborhood association newsletters, an article in the Downtown Community Paper, and advertisements on Nextdoor.

339 responses were collected.



RETAIL SURVEY

“What three business types would you most like to see more of in The Milk District?”



Write-In Responses

"Recreation for Seniors"

"Organic Food"

"Outdoor Art"

"New Age Shop"

"Dog Friendly Brewery"

"Community space/ resource center "

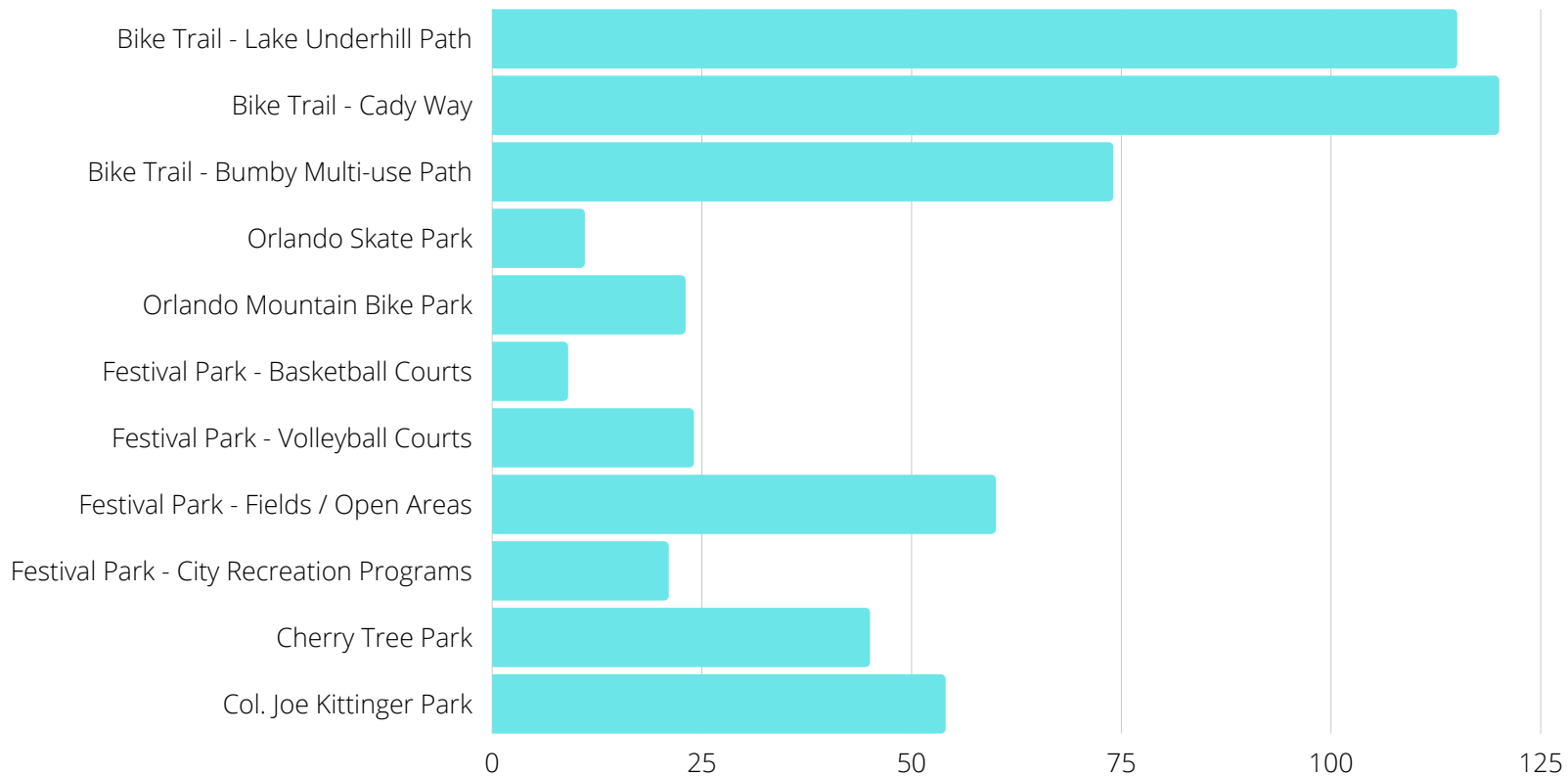
"Dog park"

"Local Movie Theatre" "Outdoor Movies"

"Thrift"

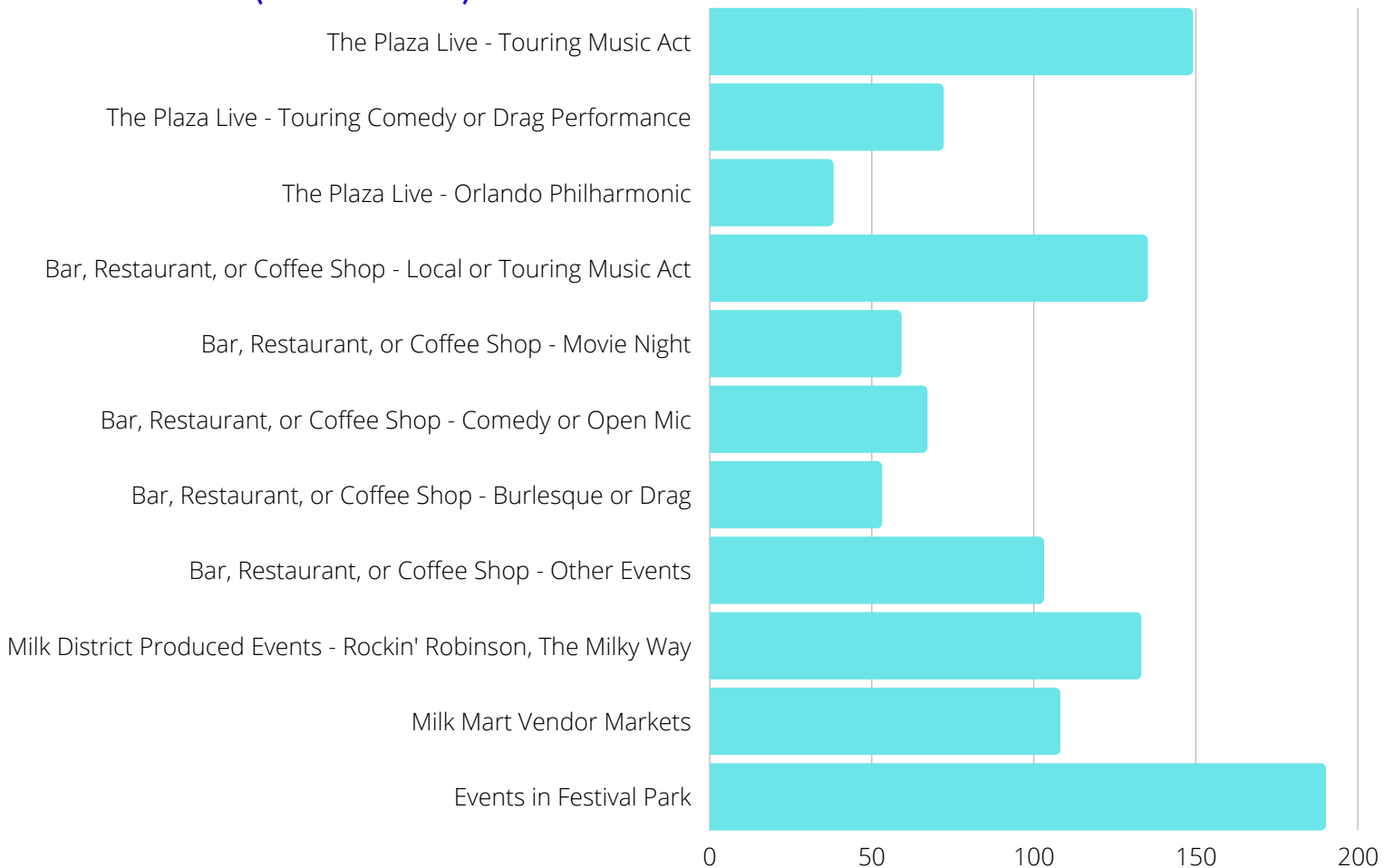
THE GREAT OUTDOORS

“Do you regularly use any of these recreation facilities or programs?”



ARTS & ENTERTAINMENT

“Do you regularly attend these type of entertainment events in The Milk District? (Pre-COVID)”



IDENTITY

“In one sentence, what sets The Milk District apart from other places?”

COMMUNITY

People taking ownership of their neighborhood and supporting the independent businesses that make it work.

It's a bunch of liberal/progressive small business owned, indie style places that has a unique flair and personal touch. Filled with a lot of community and social justice. Lots of care.

The Milk District is the most distinct MainStreet in Orlando because of its unique style of shops and entertainment, as well as the type of community the locals have fostered.

It's local business that care about you not just your money. It's not a big corporation that only cares about the bottom line.

Your awesome cohesiveness

There's a cool, eclectic vibe that has a truer sense of community than other main streets of Orlando.

The Milk District strikes a unique balance between retaining its historical roots and atmosphere while still being able to foster a community that's open to change and creativity.

IDENTITY

“In one sentence, what sets The Milk District apart from other places?”

AUTHENTIC

The milk district is unique because it incorporates local staples with newer businesses that are held to the same standards of being local and one of a kind/kitschy.

It's a local spot where residents of the community can embrace the diversity and culture Orlando City has to offer.

Proximity to Parks, genuine feel to it, convenient access

The ability to grow while maintaining genuine Orlando culture.

The atmosphere is fun and down to earth.

The food truck event and sideward brewery are establishments/events that set it apart. The vibe is a bit more edgy than other nearby neighborhoods (eg Baldwin, Thornton)

It has more art, LGBTQ hangouts, food and nightlife consolidated into one area than I've seen elsewhere.

The uniqueness of the business offerings and the late night hours of local places (it's nice to eat somewhere after midnight that's not Denny's or Steak n Shake)

Everyone in the milk district is wholly present.

We have no mold we are trying to fit into, Milk District is as diverse as its residents and visitors. As such, we are able to adapt to what people need and want. Its a special place that is slowly growing and establishing a unique identity that people are becoming more and more aware of.

WALKABILITY AND ACCESSABILITY

Its walkability to an evening's enjoyment.

The Milk District seems to be a more reasonably priced, walkable locale with more of a neighborhood feel than other area districts.

NOT ALL POSITIVE

Honestly, not much. I wish there was more architecturally interesting buildings.

Very little. I don't know that I associate the neighborhood with any specific characteristic other than it being a geographic location.

It's quirky and unique and fun. But good luck parking. Parking is a nightmare.

Gentrification / hipster feel

It is better than some neighborhoods but Audubon Park still wins for overall best.

(attempting to be) trendy, millennial-focused.

What set it apart from (past tense): Indigenous, organic, eclectic, genuine. Present tense, gentrifying, inflated, gratuitous promotion.

The Milk District is still working on milking all the money out of the residents that have lived here for generations and pushing them out of the neighborhood.

The problem is that it doesn't set itself apart from other places that are located downtown.

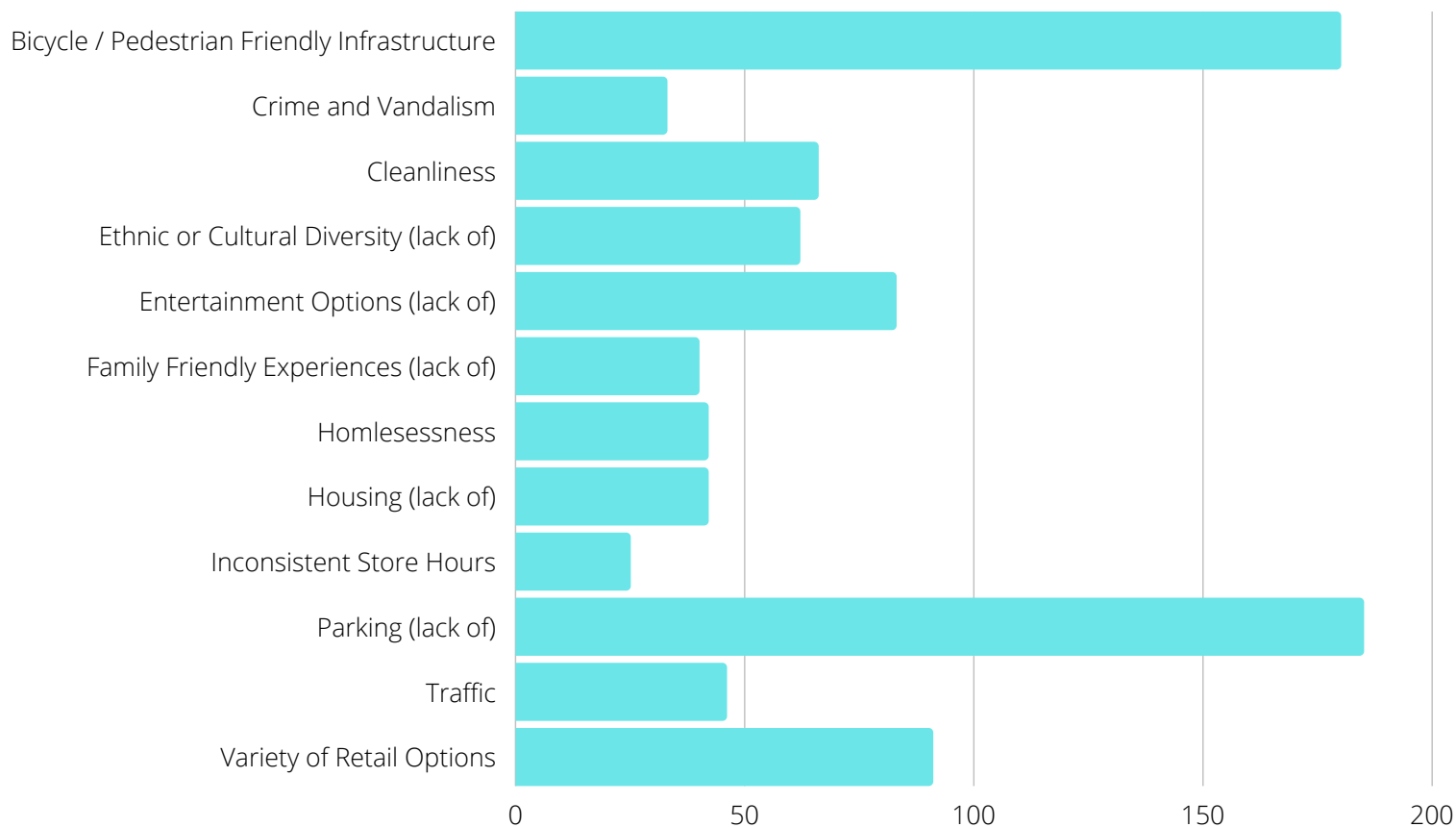
Improve the look with more sidewalks/trees (Similar to how bumby has improved on the other side of 50) and less run down buildings.

Lots of potential for a thriving business district. Complete streets, wider sidewalks, bike lanes and parking are needed. Landscaping and trees would look nice, provide shade and slow down speeding traffic.

Currently, its a bit sporadic and it lacks a continuity of some of the buildings and places of interest; further development seems to be needed to further connect the area

CHALLENGES

“What are the top three issues facing The Milk District?”

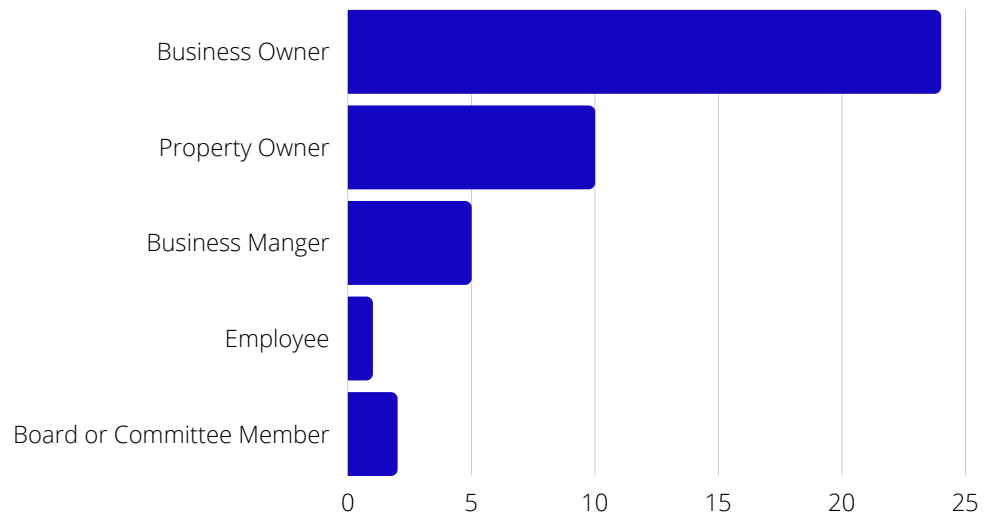


STAKEHOLDER SURVEY

A second online survey was sent seeking responses from people who currently work, own businesses, or property in the District. An effort was also made to connect to those who once were in the District, but no longer have a presence, due to business closure or relocation. This survey was distributed by email and social media, with requests for businesses to share with neighbors and property owners. Additionally, a 452-piece mailing went to all business addresses in the District, inviting participation. In total, 29 businesses responded.



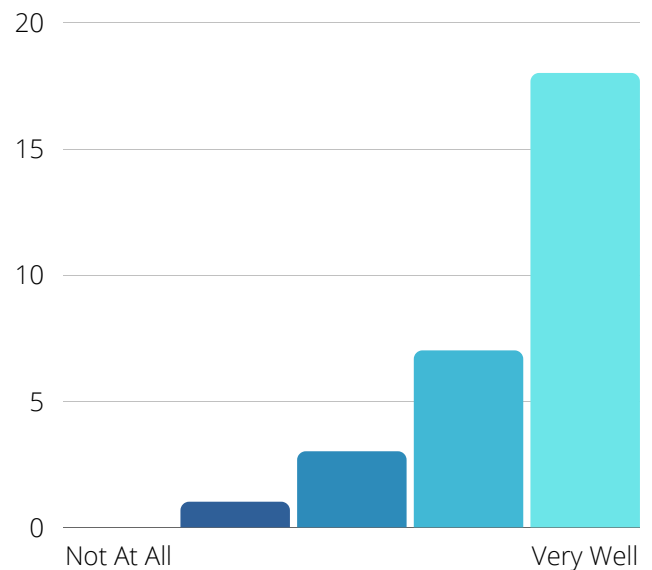
WHAT BEST DESCRIBES YOUR ROLE IN THE DISTRICT?



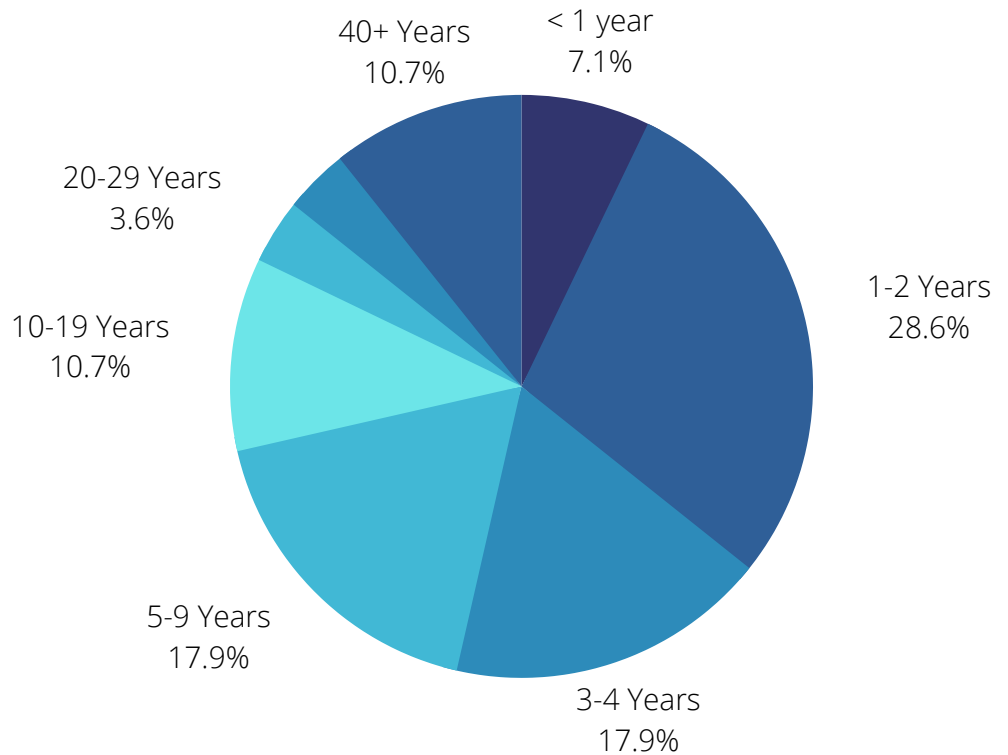
HOW WELL DOES THE MILK DISTRICT'S MISSION DESCRIBE OUR CURRENT WORK?

MISSION:

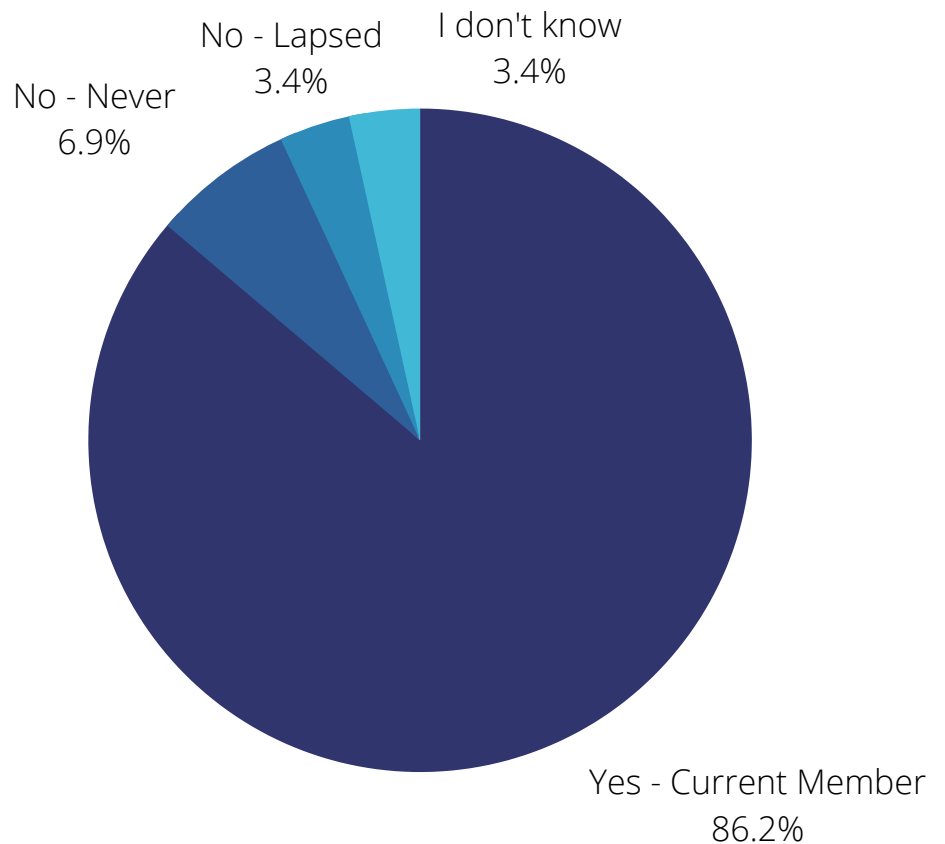
To enhance and preserve the small business community, while nurturing the arts, culture, and ongoing development of our creative district.



HOW LONG HAS YOUR BUSINESS BEEN IN THE AREA OR HAVE YOU OWNED PROPERTY IN THE AREA?



ARE YOU A PAID MILK DISTRICT MEMBER?



APPEAL

Why did you decide to locate in The Milk District?

CHARACTER

The Milk District has always been a vibrant and lively part of the Orlando Community, we wanted to be a part of that.
 It had a vibe that was reminiscent of the funky neighborhoods of Portland, Oregon, where we first fell in love with our food truck park concept.
 It's local and popular
 Proximity to culture and events, dining options, transitioning neighborhood good for investment and growth.
 The community vibe
 Loved the area and great for up and coming small businesses
 We live on Corrine Drive and really wanted to be a part of an up and coming small business community.
 up and coming area with a strong local following

LOCATION

a perfect location
 Central in respect to all of Central Florida.
 Perfect location for a store front. A sense of small community.
 we also wanted to stay close for current members and we were in the neighboring Conway neighborhood prior to opening here. We love being here
 Great neighborhood for small business. Central to all Orlando neighborhoods.

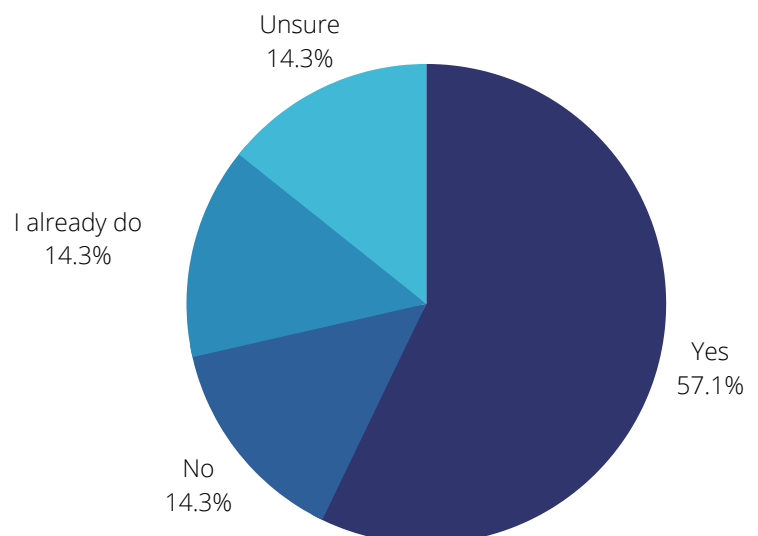
ECONOMIC

Cheap Rent
 I chose the location because it's suited to my business needs and goals. It just so happened to be in the Milk District.
 Real Estate opportunity
 Opportunity

LEGACY

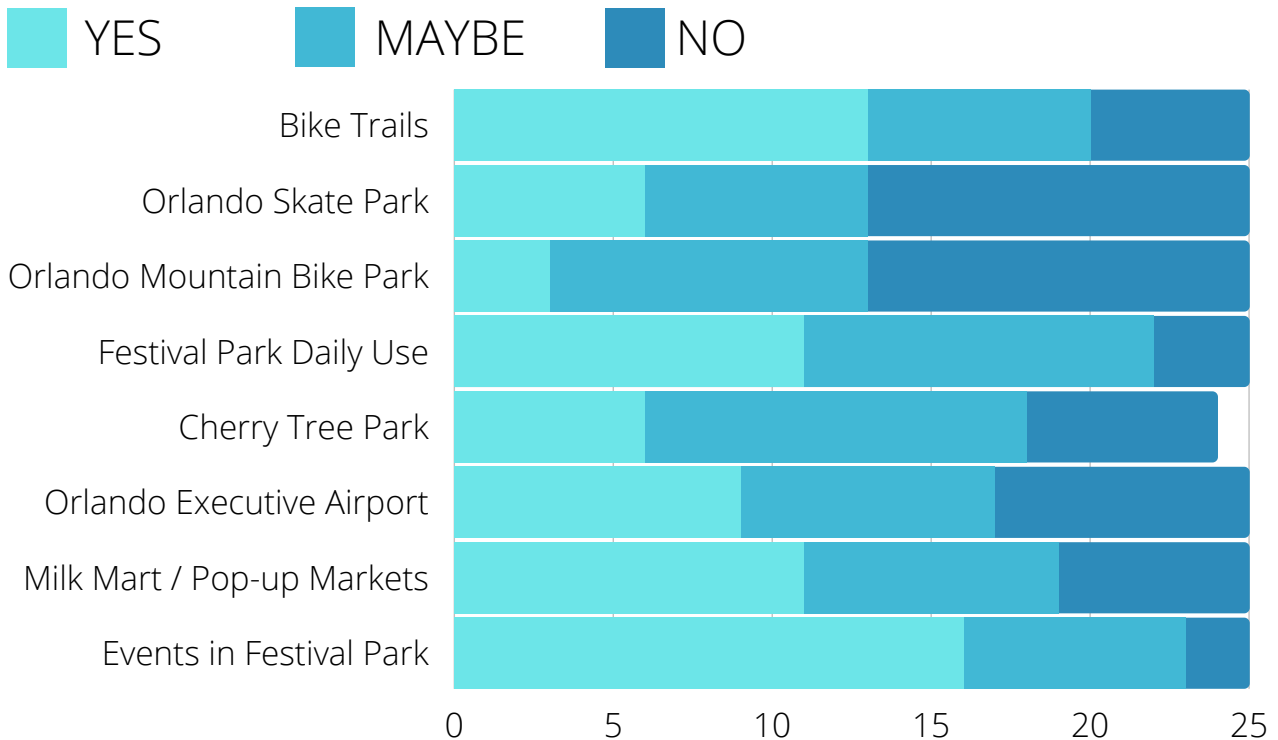
Owned property before area became "The Milk District"
 I grew up in this area so it was a perfect fit
 We are lucky enough to have been born in the milk district before it was even a thought. And for that we are thankful
 purchased building in area
 Bought the shop when it was already there :)
 "I grew up in the area It's always been in my life

WOULD YOU LIVE IN THE MILK DISTRICT OR ADJOINING NEIGHBORHOODS IF YOU COULD?



ASSET MAPPING

"Do these neighborhood amenities bring value to your business?"



IDENTITY

In one sentence, what sets The Milk District apart from other places?

Very supportive of community and local businesses, generally invested in the growth of our neighborhood.

The small business owners in the district care about our district.

The Milk District brings a unique, hometown feel to a city full of chain stores and restaurants.

The sense of community

Also the longevity of the area and how established its been as well as the growth of the airport

The quick response and support when we are in need or struggling, or celebrating, is beyond any other district

We're authentically home grown

unique style of events

It is where my business is located.

Great mix of businesses.

In person welcoming

Our cool executive director

I like the retro vibe and how it was kept historic and more eclectic looking then more modernized like certain districts.

The central location and festival park and the under initialized executive airport

Welcoming of creative small businesses

Downtown, but not

uniqueness

Zac

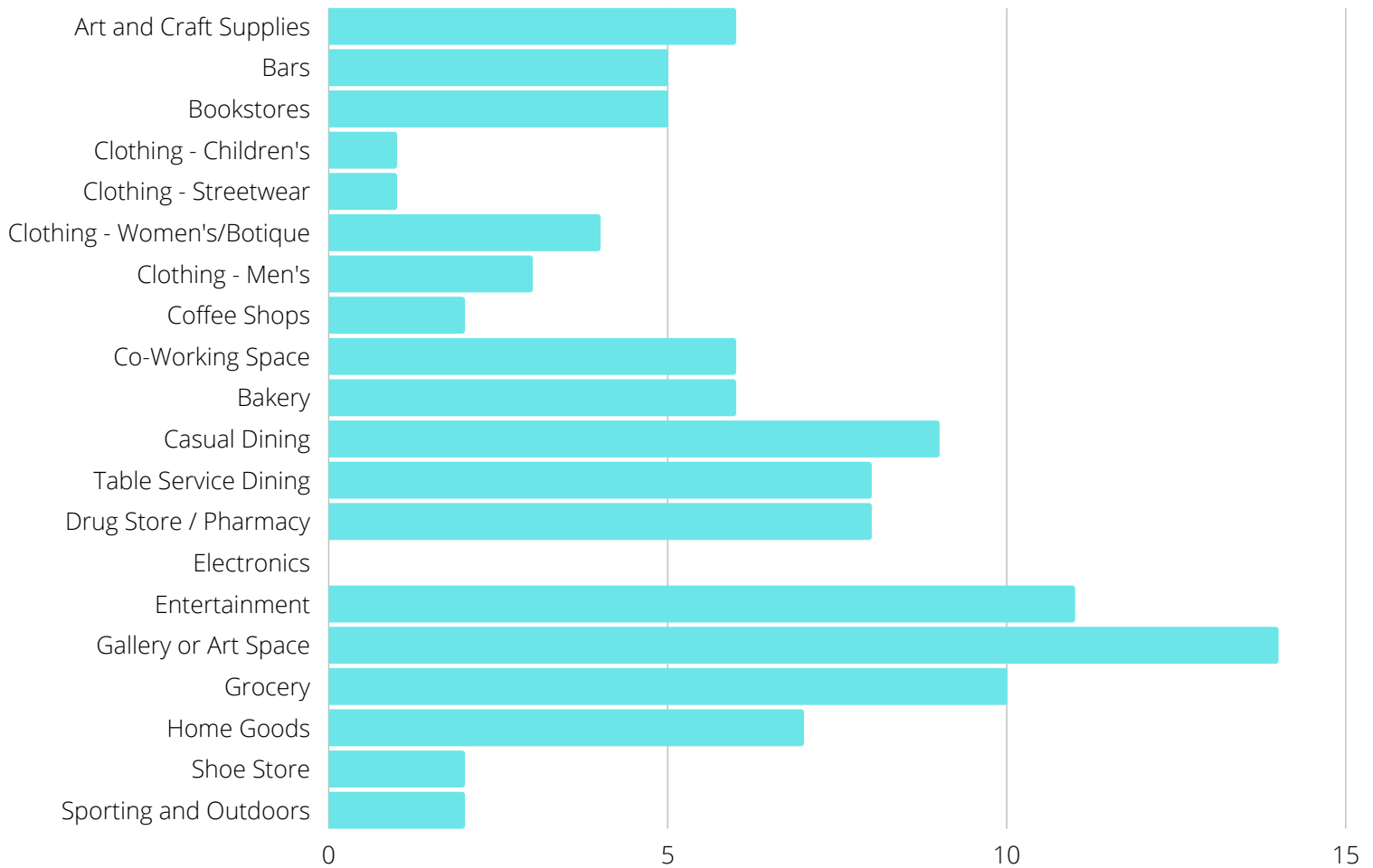
It's small business and it's culturally invested attitude.

a small town feel close to Downtown Orlando

My Business is here.

RETAIL SURVEY

“What three business types would you most like to see more of in The Milk District?”



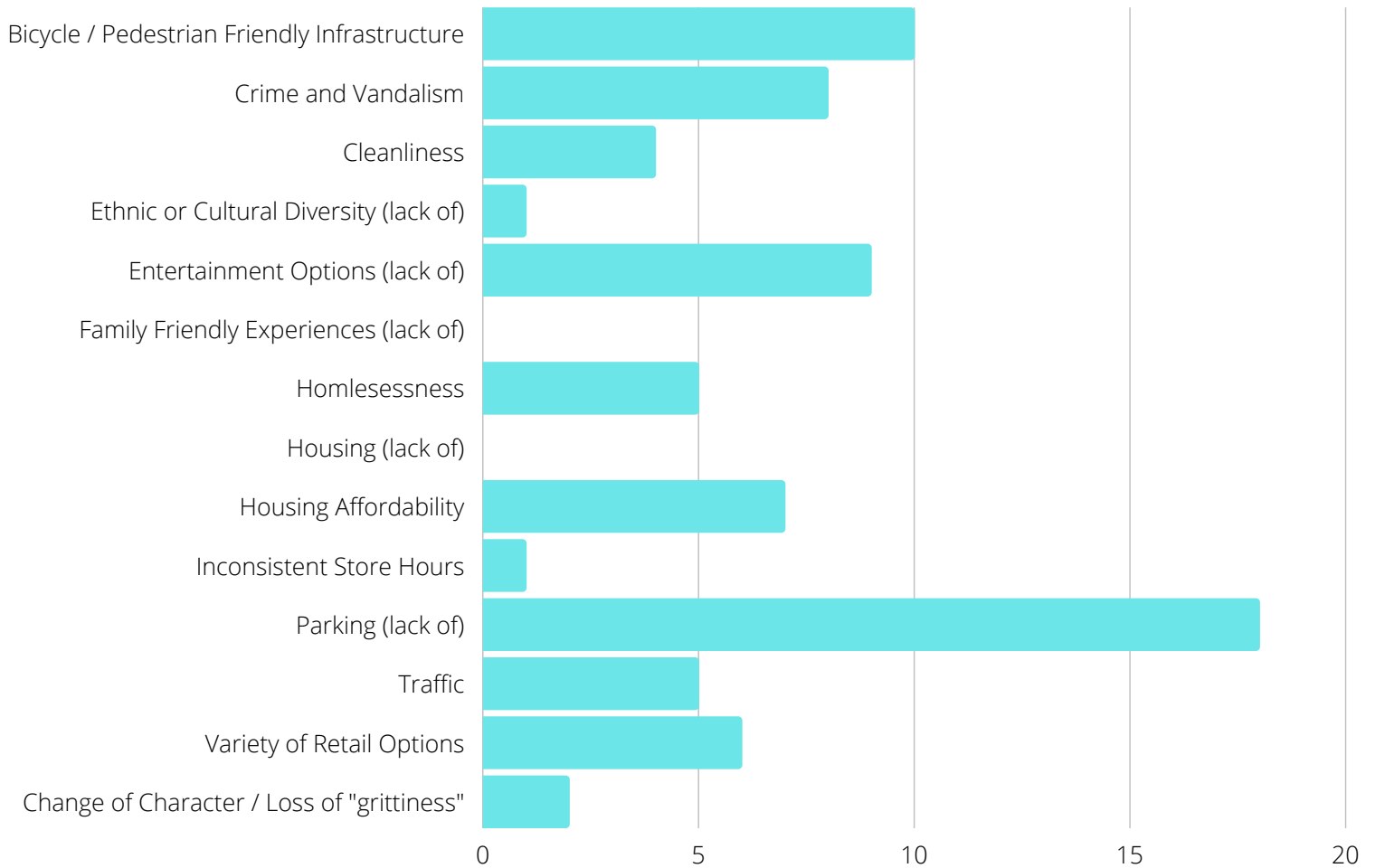
Write-In Responses

More shops for shopping and walking around, like an oversized outlet mall! Boutique

we really need Public Event Space (a building or community center) that is available for residents and groups that is controlled by The Milk District and not the City. The Milk District needs it's own space.

CHALLENGES

What are the top three issues facing The Milk District?



OPPORTUNITIES

What do you most want to change about The Milk District?

INFRASTRUCTURE

Parking and bike/walkability

More bike/walk friendly

Increased parking.

Safer roads, speed bumps on Robinson

There needs to be a public parking garage in the neighborhood before any new construction is permitted. That parking garage can be the vehicle to fund The Milk District. It is also needed to do any of the things that are listed in this survey.

Without access to Free Easy Parking..people will not come to events..and therefore the district will not be able to grow.

Better systems for pedestrian safety & more public parking

Pedestrian travel ability

Traffic to slow down on Robinson to create a safer space for people shopping.

The lack of parking especially at the corner of S. Bumby & South Street!!!

USES

More unique stores other than coffee, donuts, beer, and tacos.

We are excited to see the plaza theater flourish when Covid craziness fades

I wish it was a little more lively on a day to day basis - more color, people sitting outside, audible music coming from bars and shops while you drive down the streets, sidewalk art, street performers, a food truck on the corner at all times...big city vibes in a small space.

Would love to bring in more businesses and just build the area more and make it one of the top districts in the Orlando area.

The amount of bars

BEAUTIFICATION

The cleanliness/ look of the buildings /area

The cleanliness.

Parking, Clean in up

Cleaning up/ trees

Dress it up

MORE CHALLENGES

perception of the homeless folks, they need support too

Be more equally present amongst ALL businesses, not just some more than others.

OPPORTUNITIES

What is the one thing The Milk District can do to best support your business?

promote on social media

Facilitate parking agreements with neighboring Milk District members.

Online advertising

Continue to mention our business on social media

Help with applications to the City for murals/bike racks/ grant money

Social media posts are super helpful.

Reposts on social media! Love that

keep existing

Having a better Social Media presence

Events

Giveaways

We love the social media posts, the markets, the information about stuff in the area or programs to get involved in and be apart of.

Look for ways to attract people to come to the area during the day

Have more food truck events

markers

Event organization and letting people know we are here.

refer prospects to Park Plaza

Bring people to events

Transformation Strategies

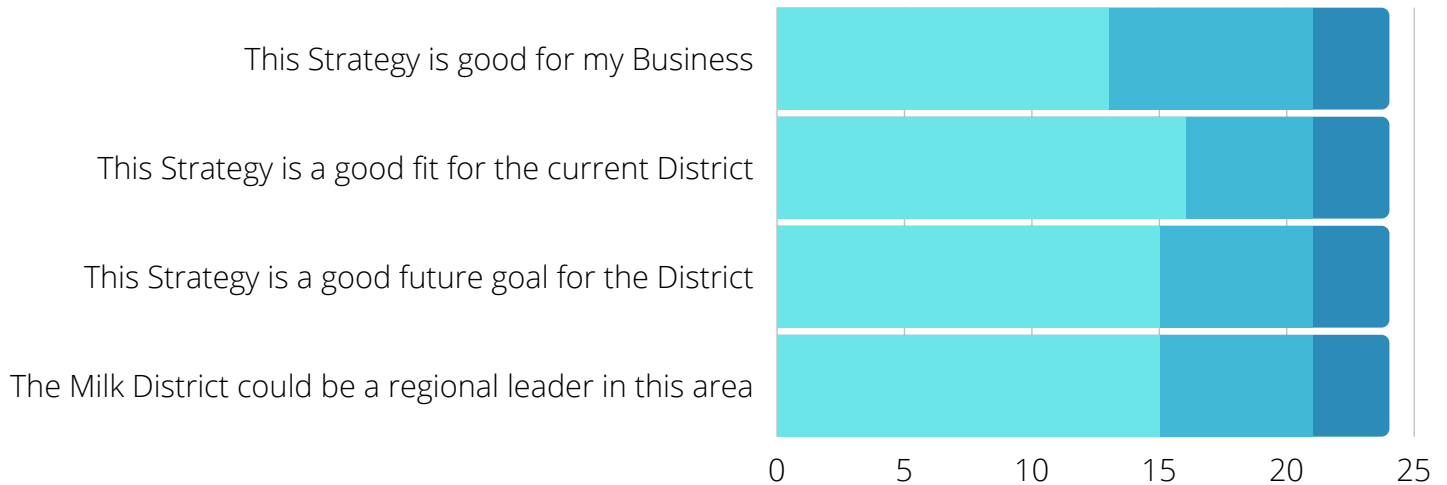
ARTS

Involves all creative industries, incl. film, music, dance, fine art, theatre, etc.

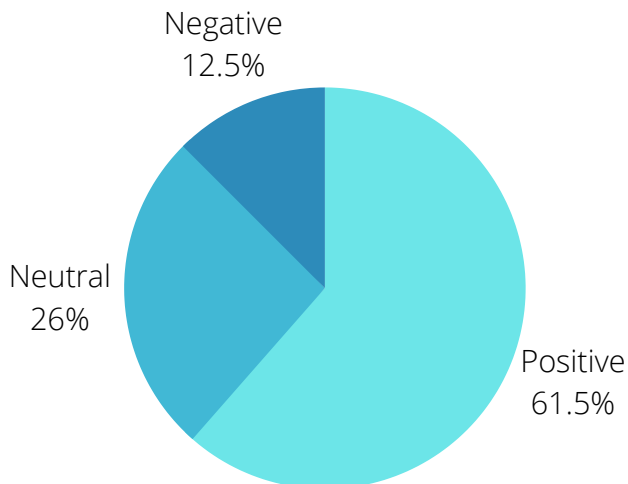
Customers	Special Considerations	Benefits, Trade-Offs	Example Activities
Demographically diverse; may be shaped by ethnicity, income, etc. <input type="checkbox"/> Some sales business to business (rather than consumer)	<input type="checkbox"/> Different from "Entertainment districts", though some overlap. <input type="checkbox"/> Creative industry workers often keep odd hours, enlivening the district.	Arts industries can make use of hard-to-use spaces <input type="checkbox"/> Arts often serve as a draw for other types of businesses.	Create a public arts strategy <input type="checkbox"/> Pair artists with retailers for window displays <input type="checkbox"/> Launch an "open studios" day <input type="checkbox"/> Develop live/work space

SURVEY RESPONSES

■ Agree
 ■ Neutral
 ■ Disagree



OVERALL SENTIMENT



Transformation Strategies

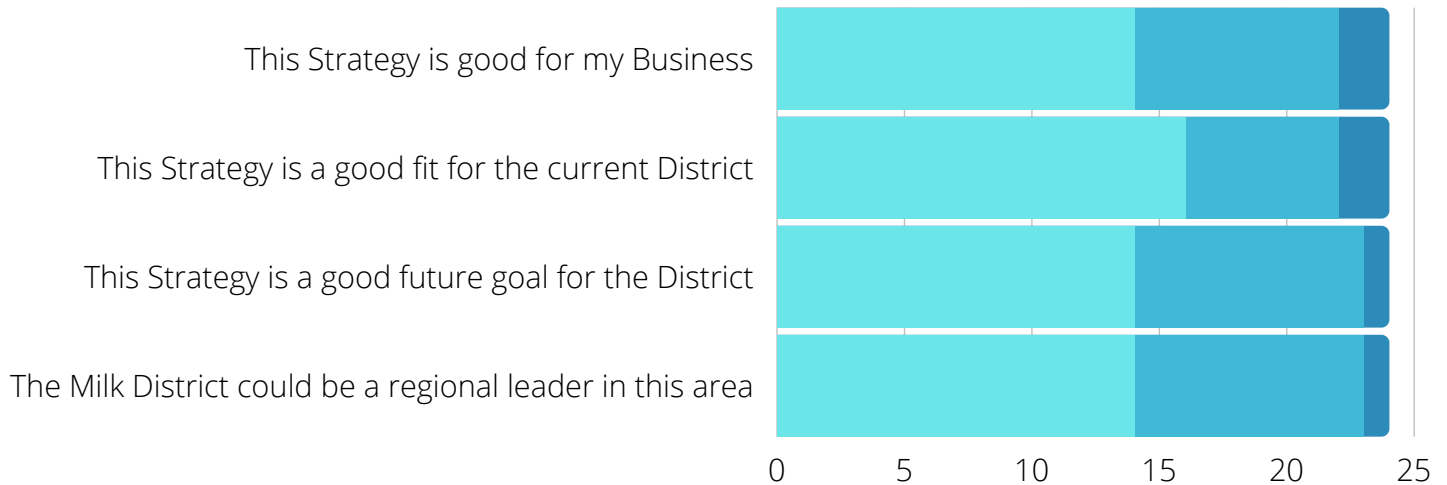
CONVENIENCE GOODS + SERVICES

Pursues a cluster of retail and retail-service businesses that fulfill day-to-day needs of nearby shoppers. E.g., groceries, dry cleaning, drug store, flowers, hardware, etc

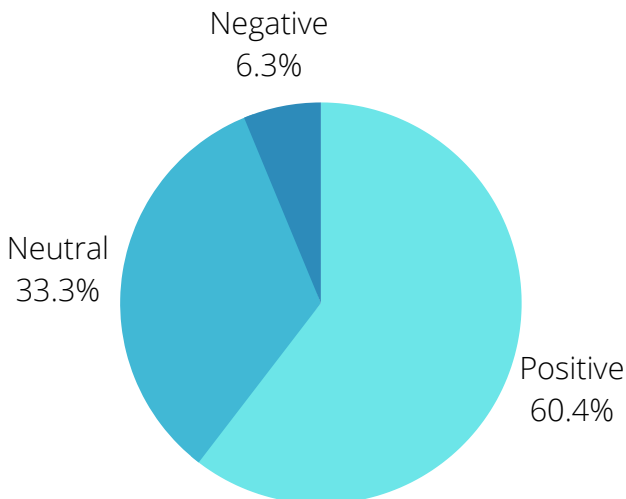
Customers	Special Considerations	Benefits, Trade-Offs	Example Activities
<ul style="list-style-type: none"> <input type="checkbox"/> People who live nearby <input type="checkbox"/> People who work nearby <input type="checkbox"/> People passing through (e.g., commuting) 	<ul style="list-style-type: none"> <input type="checkbox"/> Highly desired by many communities, but... <input type="checkbox"/> Competitive <input type="checkbox"/> Not differentiated <input type="checkbox"/> Functions as an "amenity" to residential 	<ul style="list-style-type: none"> <input type="checkbox"/> A "full-service" district <input type="checkbox"/> But: Convenience businesses can be generic in nature and they don't draw customers from elsewhere 	<ul style="list-style-type: none"> Improve short-term parking options <input type="checkbox"/> Install bike racks <input type="checkbox"/> Set out water bowls so residents walk dogs downtown <input type="checkbox"/> Shop-local campaign

SURVEY RESPONSES

■ Agree
 ■ Neutral
 ■ Disagree



OVERALL SENTIMENT



Transformation Strategies

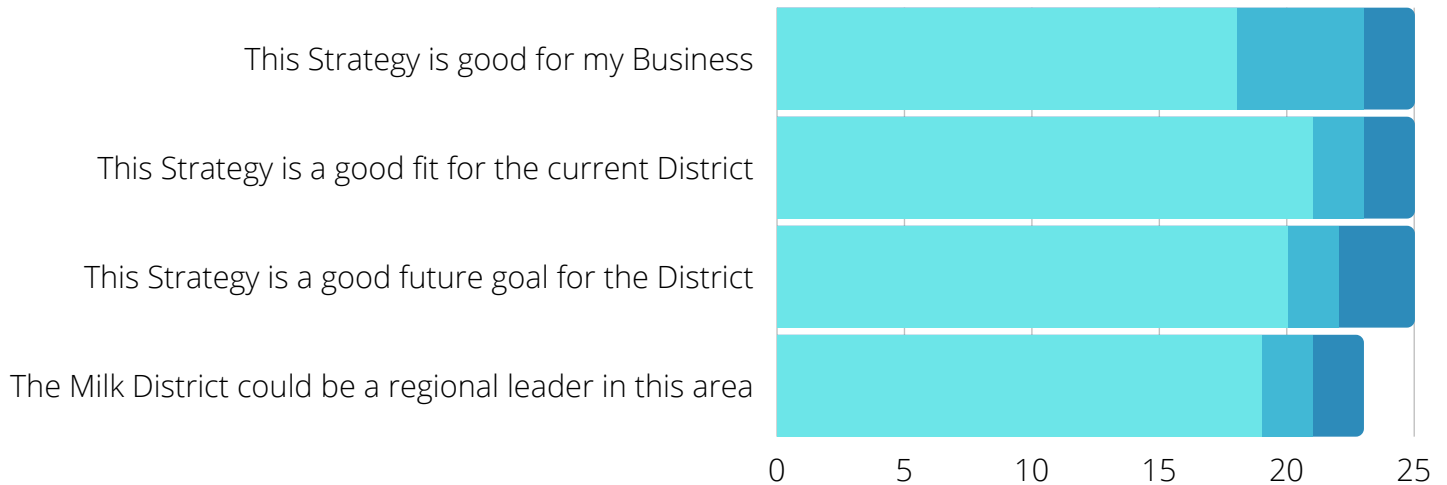
DINING + ENTERTAINMENT

Focuses on things people do for fun, usually in the evenings. Often serves as a regional destination.

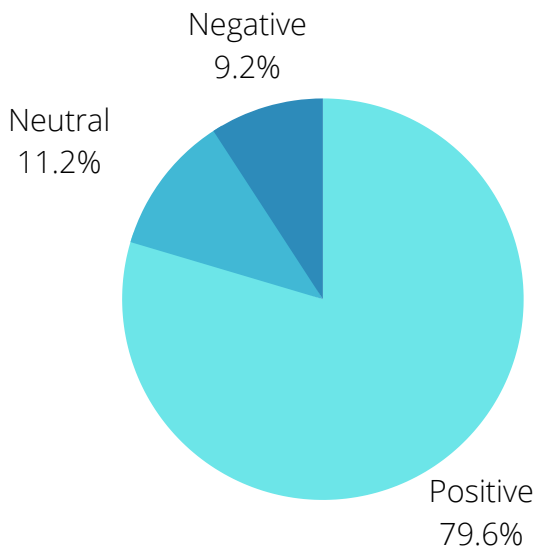
Customers	Special Considerations	Benefits, Trade-Offs	Example Activities
<ul style="list-style-type: none"> <input type="checkbox"/> Younger (though not always) <input type="checkbox"/> Singles and couples (not kids, typically) 	<ul style="list-style-type: none"> <input type="checkbox"/> Can be complementary to a daytime strategy <input type="checkbox"/> Can be associated with nuisance issues (e.g., noise, drinking) <input type="checkbox"/> Complements Arts strategy 	<ul style="list-style-type: none"> <input type="checkbox"/> Extends business days into evenings <input type="checkbox"/> Parking demand complementary to daytime demand <input type="checkbox"/> Works well with historic buildings 	<ul style="list-style-type: none"> <input type="checkbox"/> Improve lighting to increase safety at night <input type="checkbox"/> Engage business owners in "responsible hospitality" program <input type="checkbox"/> Organize a "night market"

SURVEY RESPONSES

■ Agree
 ■ Neutral
 ■ Disagree



OVERALL SENTIMENT



Transformation Strategies

ELDER-FRIENDLY + AGING-IN-PLACE

Recognizes that people have different needs as they advance in age and life stage. An Elder-Friendly strategy helps people continue living independently for as long as possible.

Customers	Special Considerations	Benefits, Trade-Offs	Example Activities
<ul style="list-style-type: none"> <input type="checkbox"/> Elders... but, <input type="checkbox"/> More active than previous generations of retirees <input type="checkbox"/> Greater proportion of single-person and multi-generation households 	<ul style="list-style-type: none"> <input type="checkbox"/> More than other strategies, must be particularly attentive to the physical environment – e.g., traffic safety, seating, amenities 	<ul style="list-style-type: none"> <input type="checkbox"/> Seniors spend more money on experiences (less on things) <input type="checkbox"/> Empty-nesters and down-sizers <input type="checkbox"/> Buy stuff for grandchildren 	<ul style="list-style-type: none"> Improve sidewalk lighting <input type="checkbox"/> Grants to make stores accessible <input type="checkbox"/> Set up walking/exercise groups in district <input type="checkbox"/> Offer home delivery

SURVEY RESPONSES

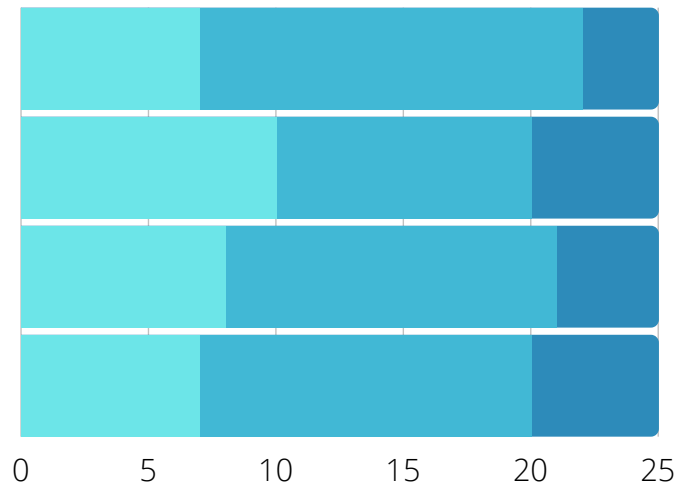
■ Agree
 ■ Neutral
 ■ Disagree

This Strategy is good for my Business

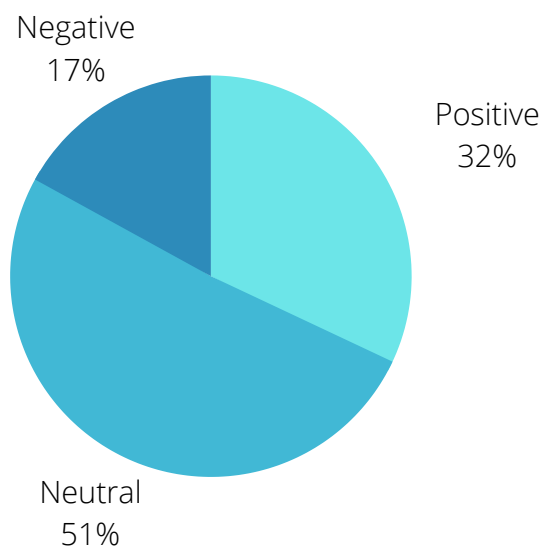
This Strategy is a good fit for the current District

This Strategy is a good future goal for the District

The Milk District could be a regional leader in this area



OVERALL SENTIMENT



Transformation Strategies

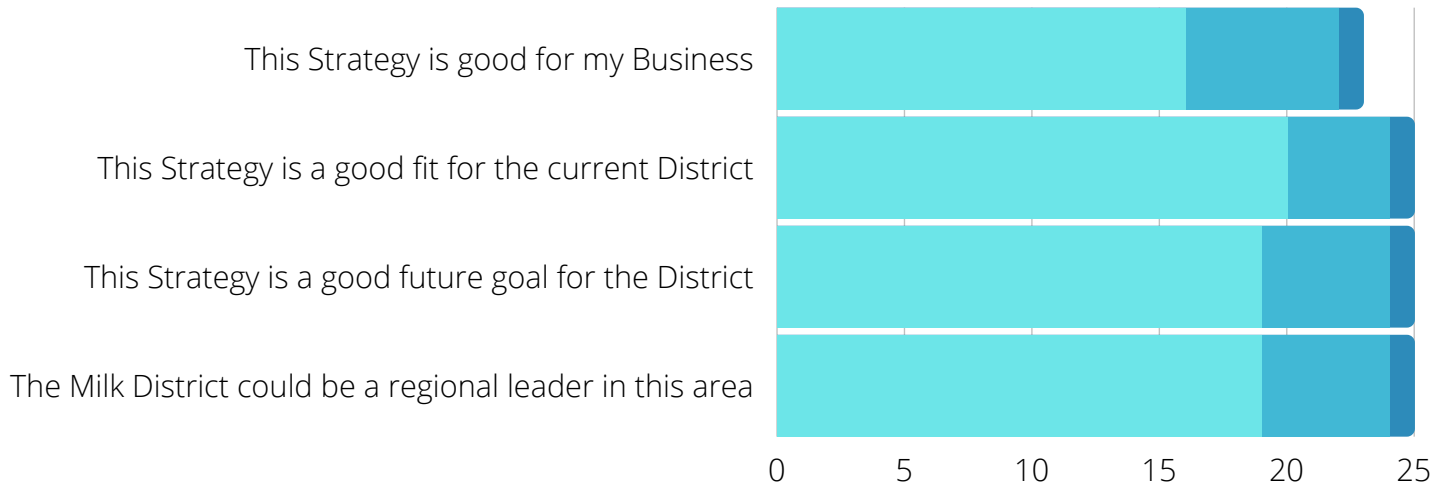
FOOD

Establishes the commercial district as a food hub, including farmers' markets, food production, catering, restaurants

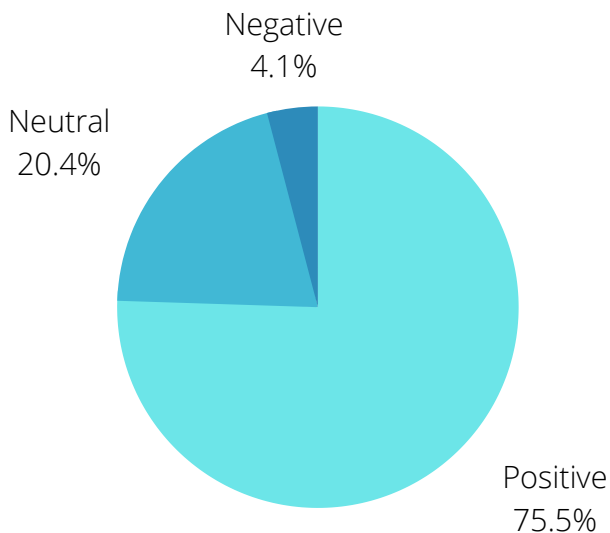
Customers	Special Considerations	Benefits, Trade-Offs	Example Activities
<ul style="list-style-type: none"> <input type="checkbox"/> People who live or work in the district <input type="checkbox"/> People looking for a social experience <input type="checkbox"/> Business to business sales of food production 	<ul style="list-style-type: none"> <input type="checkbox"/> Works well with historic, interesting spaces <input type="checkbox"/> Can complement arts or entertainment businesses 	<ul style="list-style-type: none"> <input type="checkbox"/> District becomes a food destination <input type="checkbox"/> Presence of restaurants often attracts new office-based businesses <input type="checkbox"/> But: High startup costs for food businesses; high failure rate 	<ul style="list-style-type: none"> <input type="checkbox"/> Develop a public orchard in a pocket park <input type="checkbox"/> Partner with closest culinary school <input type="checkbox"/> Establish a deferred repayment loan program for restaurants

SURVEY RESPONSES

■ Agree
 ■ Neutral
 ■ Disagree



OVERALL SENTIMENT



Transformation Strategies

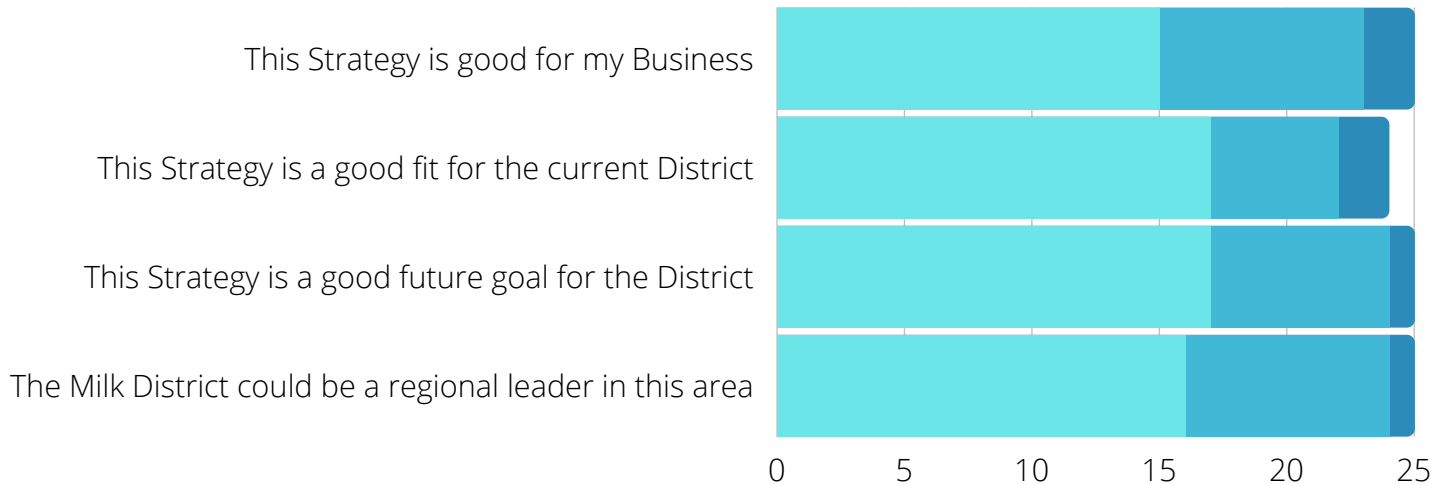
GREEN PRODUCTS + SERVICES

Pursues environmentally friendly economy for the commercial district; supports businesses concerned with recycling and upcycling, and service businesses that use sustainable practices

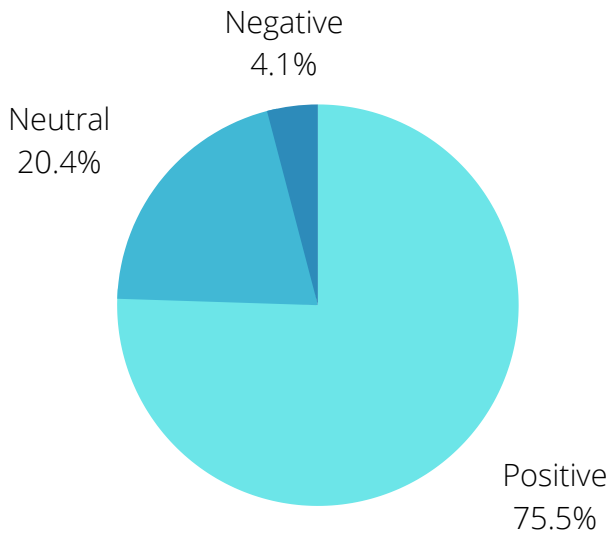
- | | | | |
|---|---|---|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Tend to be younger, highly educated, values-driven <input type="checkbox"/> Young families <input type="checkbox"/> Idealistic and aging "Boomers" | <ul style="list-style-type: none"> <input type="checkbox"/> Green practices become part of district's identity <input type="checkbox"/> Renewable energy, zero-waste practices, public transit, historic preservation, local sourcing all play a role | <ul style="list-style-type: none"> <input type="checkbox"/> A forward-looking strategy that leverages the benefits of traditional business districts <input type="checkbox"/> But: Typically associated with higher price point | <ul style="list-style-type: none"> <input type="checkbox"/> Install bike lanes <input type="checkbox"/> Install rain gardens <input type="checkbox"/> Hold zero-waste special events <input type="checkbox"/> Help businesses to purchase energy from renewable sources |
|---|---|---|---|

SURVEY RESPONSES

■ Agree
 ■ Neutral
 ■ Disagree



OVERALL SENTIMENT



Transformation Strategies

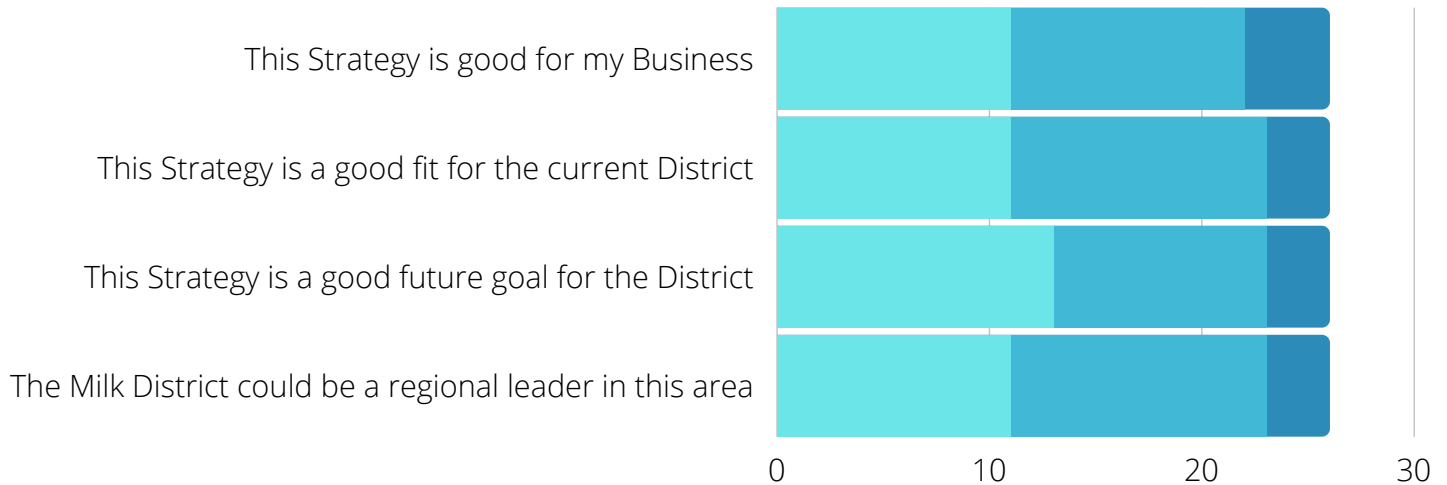
HEALTH + WELLNESS

Pulls together retail, recreational, educational, and professional businesses (including social service orgs) and organizes them around improving people's wellbeing

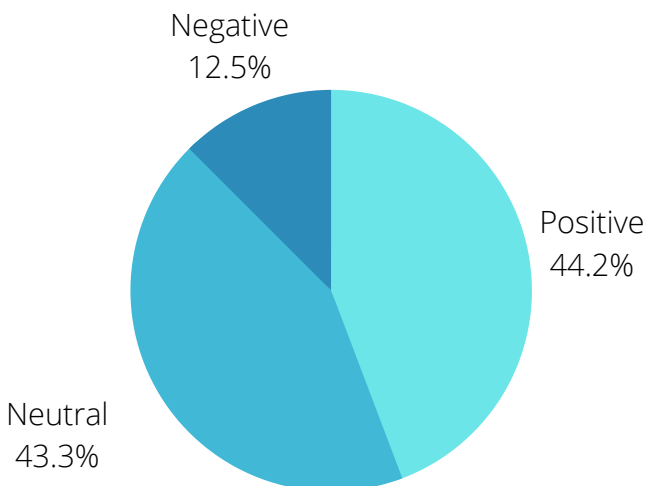
<ul style="list-style-type: none"> › Families to seniors › Tend to be more highly educated › Tend to be more affluent 	<ul style="list-style-type: none"> › Can work equally in a spa/vacation community or convenience-based district › Often relies on marketing to make the strategy visible to public 	<ul style="list-style-type: none"> › Many businesses can participate (even those not explicitly health-related) 	<ul style="list-style-type: none"> › Mark walking and running trails in district › Identify healthy options on restaurant menus › Work with local gym or trainer to offer outdoor "boot camps" downtown
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SURVEY RESPONSES

■ Agree
 ■ Neutral
 ■ Disagree



OVERALL SENTIMENT



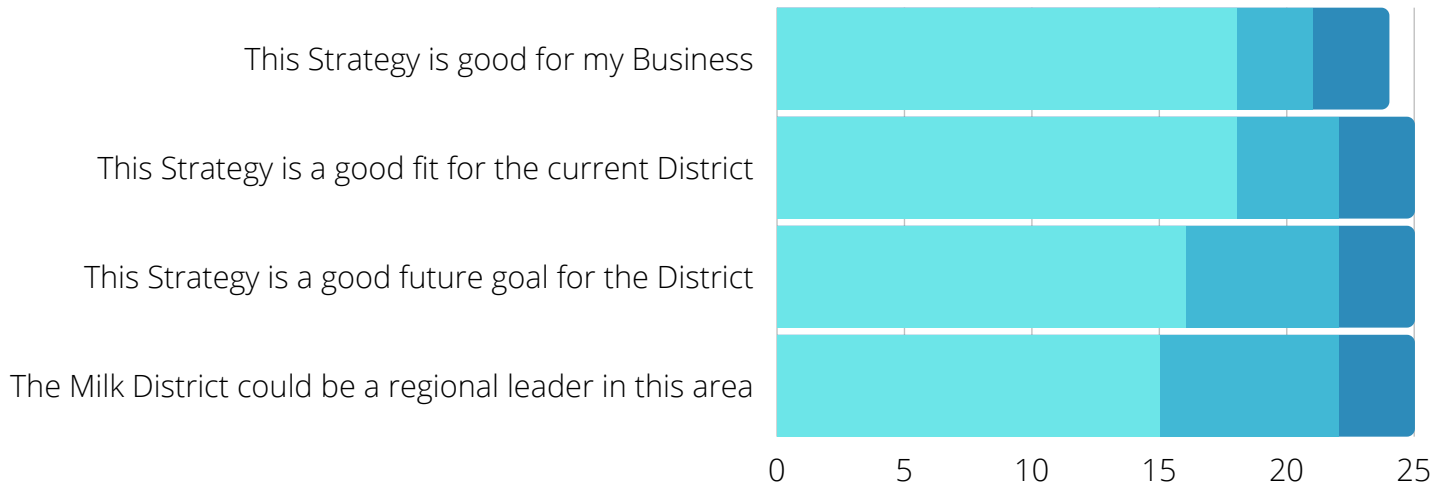
Transformation Strategies MILLENNIALS

Addresses the demographic slice born between the early 1980s and early 2000s. The authenticity and “retro” nature of traditional business districts appeals to this generation.

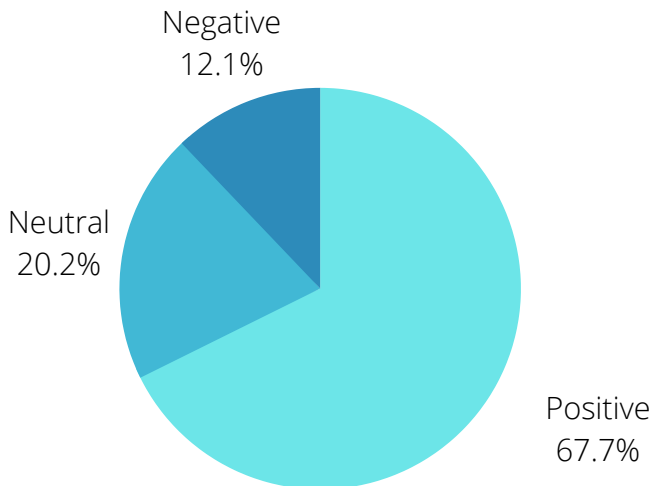
Customers	Special Considerations	Benefits, Trade-Offs	Example Activities
Younger <input type="checkbox"/> Educated <input type="checkbox"/> Entrepreneurial	<input type="checkbox"/> Reaching milestones later than previous gen's (e.g., purchase a car, own a home, marry, have kids) <input type="checkbox"/> Interested in experiential retail, authenticity, and local sourcing <input type="checkbox"/> Digitally connected	<input type="checkbox"/> Demographic aligns well with traditional business districts, esp. for entertainment, independent businesses <input type="checkbox"/> Trendsetting demographic attracts “piggybackers” to district – older followers <input type="checkbox"/> But: Millennials are accustomed to buying many things online	<input type="checkbox"/> Install native plant landscaping <input type="checkbox"/> Encourage Millennial-appropriate design sensibility in signs <input type="checkbox"/> Recruit Millennials to Main Street board <input type="checkbox"/> Connect businesses through social media <input type="checkbox"/> Establish a co-working space

SURVEY RESPONSES

Agree
 Neutral
 Disagree



OVERALL SENTIMENT



Transformation Strategies

SPORTS + RECREATION

Connects outdoor activities – camping, boating, hiking, climbing, hunting, etc. – with supporting businesses and amenities. This includes outfitters and equipment sales, restaurants and food services, accommodations, and others

Customers	Special Considerations	Benefits, Trade-Offs	Example Activities
Outdoor enthusiasts <input type="checkbox"/> Varied spectrum of ages and abilities, and travel lifestyle preferences	<input type="checkbox"/> While frequently associated with youth, many outdoor enthusiasts are seniors traveling without families or children	<input type="checkbox"/> Connects the downtown to those who use nearby outdoor or recreational attractions	<input type="checkbox"/> Install wayfinding signs from nearby trails or paths to downtown <input type="checkbox"/> Install a climbing wall (or ice-climbing wall) downtown <input type="checkbox"/> Work with sporting equipment businesses to offer guided tours

SURVEY RESPONSES

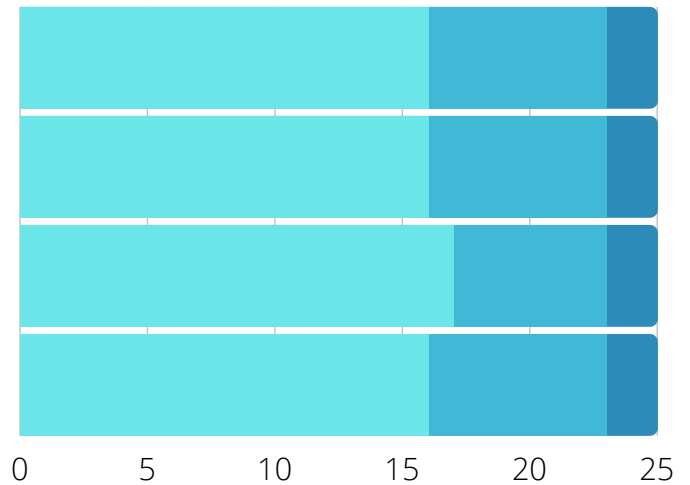
Agree
 Neutral
 Disagree

This Strategy is good for my Business

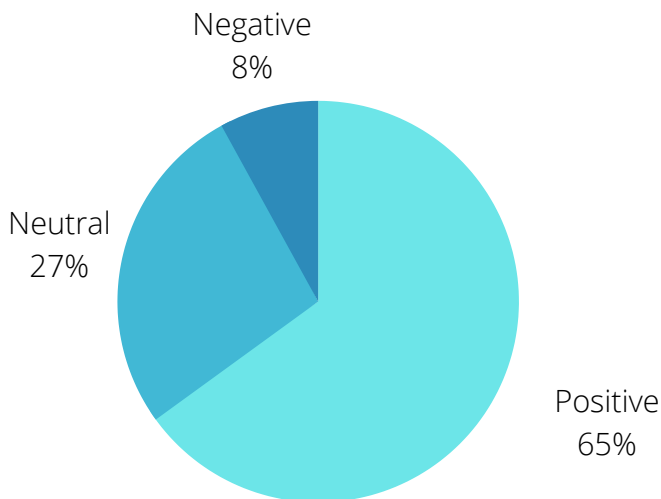
This Strategy is a good fit for the current District

This Strategy is a good future goal for the District

The Milk District could be a regional leader in this area



OVERALL SENTIMENT



Transformation Strategies

TOURISTS + TOURISM

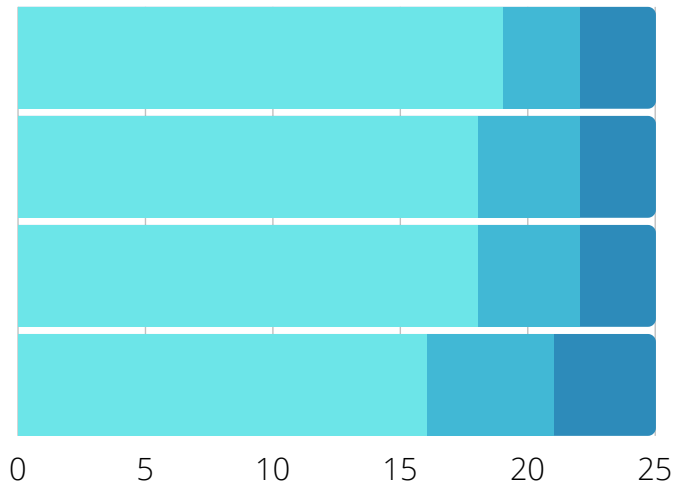
Addresses people who visit the district from elsewhere, usually to experience something unique to the place, such as history or architecture, arts and culture, or shopping.

Customers	Special Considerations	Benefits, Trade-Offs	Example Activities
Vast and varied customer profiles, including <ul style="list-style-type: none"> <input type="checkbox"/> Heritage travelers <input type="checkbox"/> Cultural tourists <input type="checkbox"/> Weekend/second home-owners <input type="checkbox"/> Resort-goers <input type="checkbox"/> Conventioneers <input type="checkbox"/> Business travelers <input type="checkbox"/> Outdoors enthusiasts 	<ul style="list-style-type: none"> <input type="checkbox"/> Tourism and tourism-related amenities exist at all price points <input type="checkbox"/> Needs of regional tourists are different from national or international visitors <input type="checkbox"/> Create a place that locals love, and visitors will love it, too 	<ul style="list-style-type: none"> <input type="checkbox"/> Brings outside consumer spending; adds to local buying power <input type="checkbox"/> But: Locals may not be happy about outsiders making it feel "less local" <input type="checkbox"/> Increased tourism can result in higher prices (food, housing) for locals 	<ul style="list-style-type: none"> <input type="checkbox"/> Install way-finding signs geared toward those unfamiliar with district <input type="checkbox"/> Convene regional tourism professionals to share data <input type="checkbox"/> Set up large-format maps in stores and have customers mark where they live

SURVEY RESPONSES

■ Agree
 ■ Neutral
 ■ Disagree

- This Strategy is good for my Business
- This Strategy is a good fit for the current District
- This Strategy is a good future goal for the District
- The Milk District could be a regional leader in this area



OVERALL SENTIMENT

