

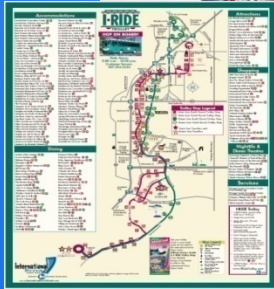
# International Drive Master Transit & Improvement District

2006-07 Fiscal Year In Review

## District Staff

- ▶ Luann Brooks, Executive Director (14 years)
- ▶ Zina Talsma, Director of Sales & Marketing (10 years)
- ▶ Lynn Havanec, Office Operations Mgr. (11 years)
- ▶ Norah Azoulai, Advertising Sales Manager (3 years)
- ▶ Angel Smith, Admin. Assistant (1 year)
- ▶ Ana Murillo, Hospitality Representative - newest team member

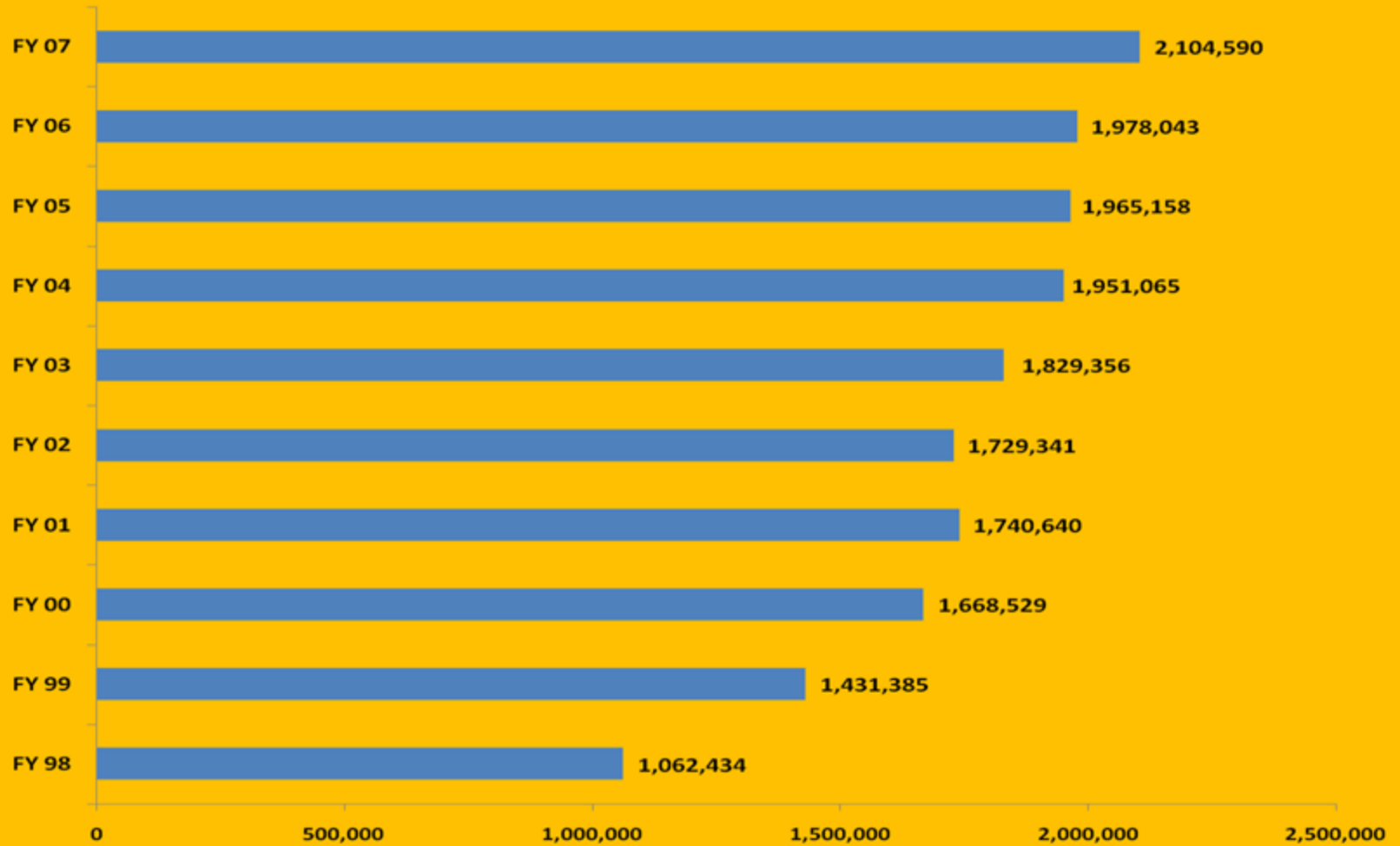
# I-RIDE TROLLEY SERVICE



- Service began in November 1997 with 8 trolleys
- Currently operating with 15 trolleys plus three spare vehicles
- Service contract is with Mears Transportation
- Install & Maintain 100+ passenger stops
- Design & install 100+ trolley stop marker signs
- 115 pass sales locations are visited on a weekly basis to present updated information
- Monthly Driver Education meeting sponsored I-Drive District partners
- Currently have 9 of our 15 trolleys contracted with exterior advertising
- Complete numerous cooperative programs throughout the year with OOCVB, CFHLA and our District Partners
- Added the feature of purchasing I-Ride Unlimited Use passes on the official IDRA website



# I-Ride Trolley Ridership 1998 - 2007



# International Drive Resort Area Marketing & Promotions

- International Drive Resort Area Official Visitors Guide began in 2000 - 500,000 produced in 2007
- I-Ride Trolley Map & coupon booklet began in 1995 - 400,000 produced in 2007. This product was completely redesigned in 2007
- Maintain a Toll-Free Number - 1-866-2-I DRIVE (1-866-243-7483)
- InternationalDriveOrlando.com website. First Official site for our area was launched 5 years ago. We continue to add features to the website such as purchasing passes, ordering guides & maps, and new this year is the I-Drive Store.
- Section dedicated to I-Drive District Partners on website
- Website offers the opportunity for District Partner to participate in the I-Drive Hot Deals program.



# Community Partnerships & Promotions

- Salvation Army Holiday Angel Tree. Began participating in 2002 with only 25 Angels adopted. This year we have distributed 800+
- Adopt A School program through CFHLA. Assigned school is Pine Hills Elementary and this is our third year participating.
- I-Drive 5K Run - 5<sup>th</sup> year with 798 participants. Raised \$15,000 which was donated to YMCA Aquatic Center Learn To Swim Scholarship program
- I-Drive Chamber Tourism Leadership program: Participant and act as a sponsor / presenter
- CFHLA Hospitality Expo - Held each August ... largest of its kind
- Arts Fest via United Arts of Central Florida - Sponsor and host for annual event each February @ Darden Auditorium at the Rosen College
- Participate in OOCVB monthly functions & special events
- Presentation to District Partners & industry organizations regarding the current & future development for the Intl. Drive Resort Area



# 2007 -2008 Key Initiatives

- Public Safety program - Working on Pilot Program to supplement current efforts from OCSO & OPD
- Roaming Ambassadors / Public Safety officer program (PSO)
- Dedicated clean up crews "Clean Teams"
- North International Drive Landscape & Maintenance - RFP to be issued
- Support Dedicated Bus Lane project
- Support the Canadian Court Super Stop project
- Relocation of overhead utility lines to underground - North Intl. Drive
- Florida Citrus Sports Bowl-A-Palooza Fan Fest - December 2007
- Arts Fest February 2008 - United Arts of Central Florida
- Ongoing coordination with County & City staff on overall improvements needed & code enforcement issues within area
- Trolley Route expansion opportunities





[www.InternationalDriveOrlando.com](http://www.InternationalDriveOrlando.com)

[www.IRideTrolley.com](http://www.IRideTrolley.com)