

# PINE HILLS

Many Cultures,  
One Bright Future

**2021-2022**  
**ANNUAL REPORT**  
for the Pine Hills Neighborhood  
Improvement District.





Take some time to discover how the Pine Hills Neighborhood Improvement District (NID) is fulfilling the goals of the long range plan, by reading this 2021-2022 annual report. We hope you will join us on our journey to revitalize our community.

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# MAYOR'S WELCOME LETTER

## Pine Hills Neighborhood Improvement District Annual Report

### Greetings Friends and Neighbors,

The vibrant community of Pine Hills is no stranger to me. Throughout my career as a public servant, I have worked diligently alongside Pine Hills residents and businesses to ensure this neighborhood continues to thrive.

As many of you have already heard me say, my goal is to make Orange County the "Experimental Prototype Community of Tomorrow" by creating a culture of innovation, collaboration and inclusiveness. This aspiration extends to the Pine Hills Community as well. With all of us working together, we can find new and effective ways to keep the community safe, prosperous, clean and attractive.

I will continue to support the admirable work of The Pine Hills Neighborhood Improvement District (NID) and its role in helping Pine Hills to overcome challenges and obstacles arising from its status as one of our oldest and largest neighborhoods.

I encourage all citizens to learn more about the Pine Hills NID by reading the Pine Hills Neighborhood Improvement Plan, a long range vision for redevelopment. This plan elaborates on the NID's mission to bring together businesses, citizens and government to build a brighter future. It examines existing conditions in the NID regarding public safety, land use, zoning, housing and transportation, and also clarifies key challenges and opportunities. It establishes a clear implementation strategy comprised of policy, program and project recommendations.

Take some time to discover how the Pine Hills NID is fulfilling the goals of the long-range plan, by reading this 2020-2021 annual report. We hope you will join us on our journey to revitalize our community. With all of us working together, Pine Hills can become a place where innovation, collaboration and inclusiveness lead to excellence.

Sincerely,



Jerry L. Demings

Orange County Mayor



## PINE HILLS NEIGHBORHOOD IMPROVEMENT DISTRICT BOARD OF DIRECTORS

The Orange County Board of County Commissioners serves as the Board of Directors for the Pine Hills Local Government Neighborhood Improvement District.



**Jerry L. Demings**  
Mayor



**Nicole H. Wilson**  
District 1



**Christine Moore**  
District 2



**Mayra Uribe**  
District 3



**Maribel Gomez Cordero**  
District 4



**Emily Bonilla**  
District 5



**Victoria P. Siplin**  
District 6

## PINE HILLS NEIGHBORHOOD IMPROVEMENT DISTRICT ADVISORY COUNCIL

The Pine Hills Local Government Advisory Council is appointed by the Orange County Board of Commissioners and comprised of property owners within the NID. The seven member Advisory Council is tasked by a local ordinance to guide the implementation of the Pine Hills Neighborhood Improvement Plan.



**Michael Strayhorn, Chair**  
6001 Silver Star Partners  
Representing Mayor Jerry L. Demings



**Luis Cordero**  
**Vice Chair**  
Eileen Cordero Trust  
Representing Pine Hills Safe  
Neighborhood Partnership



**Anees Tanoli**  
PTH Financial and Insurance  
Representing District 6  
Commissioner Victoria Siplin



**Jeff Reine**  
The Central Florida Regional  
Transportation Authority dba LYNX  
Representing District 2 Commissioner  
Christine Moore



**Wanda Phillips**  
Success Investment Realty  
Representing Pine Hills  
Community Council



**Pamela Seetaram**  
Representing the  
Pine Hills Community  
Council

**Vacant**

# ABOUT THE PINE HILLS NEIGHBORHOOD IMPROVEMENT DISTRICT

## What Is The Pine Hills NID?

The Pine Hills Neighborhood Improvement District (NID) is a special district adopted by the Orange County Board of Commissioners in December 2011 to serve as a catalyst for revitalizing the local economy.

**Our Vision** is for Pine Hills to remain a diverse, multi-cultural community that seeks to preserve its rich history as a family-oriented community, create a safe business-friendly environment, and offer our citizens a place to live, work, play and learn.

**Our Mission** is to strengthen our community through partnerships with local business leaders, citizens, government institutions and non-profit organizations with a focus on expanding local community commerce, improving infrastructure, removing business impediments, and controlling messaging and communications in social and traditional media.

**Funding** The Orange County Board of Commissioners has authorized an annual allocation of \$125,000 for the NID until 2032. This funding comes from the Crime Prevention Fund, a fund authorized by Chapter 775.033, Florida Statutes, which allows the County to place revenue derived from criminal court fines into a special account for community safety and improvement purposes. The PHNID also pursues funding from donations, government allocations, and grants.





The Pine Hills Community continued to make large positive strides in calendar year 2021, as it continues to move forward and advance its goals for revitalization and redevelopment. Two transformative projects were developed that would ultimately receive a substantial amount of funding, one of which has been in the works for a number of years. A large septic tank removal and centralized wastewater construction project for North Pine Hills Road between Colonial Drive and Silver Star Road received funding from the Florida Department of Environmental Protection. This funding is traditionally reserved for projects that will significantly impact environmentally sensitive and protected areas. There are over 100 parcels that will receive treatment from this project and a bulk of these parcels are within the Wekiwa Springs and Rock Springs watershed. This project also accomplishes economic development goals, which are also very important for the Pine Hills Neighborhood Improvement District as it continues to attract more interest from investors and developers seeking low-risk, high-reward properties that can easily be redeveloped.



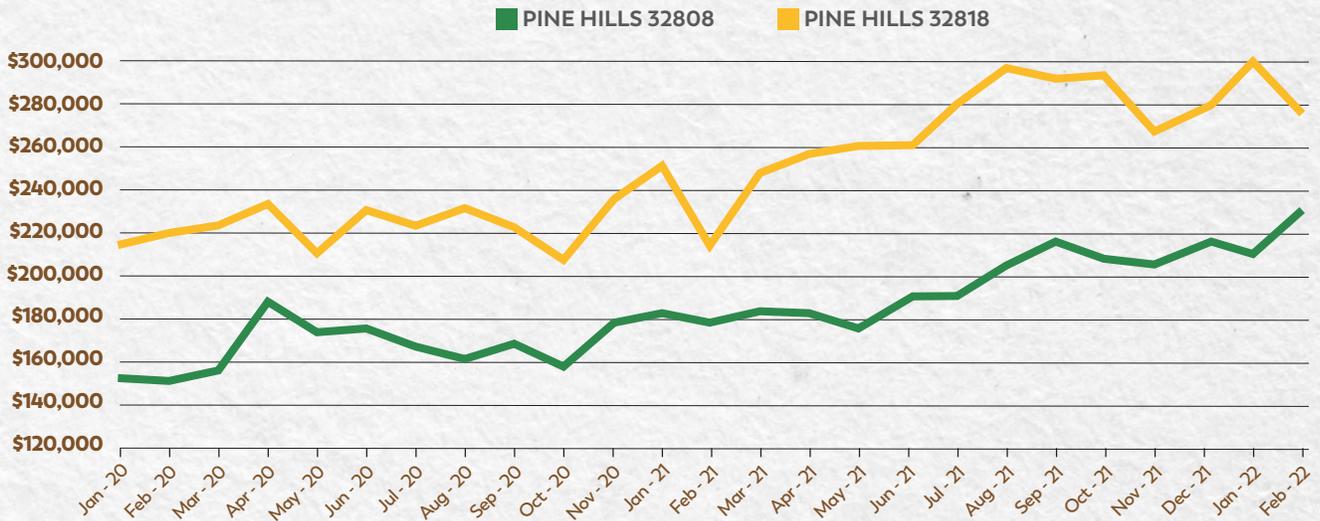
The second of the two aforementioned projects is workforce driven, and was developed as a mechanism to connect Pine Hills residents with career opportunities within, or very close to their community. Initially developed in 2020, the project was greenlighted by Mayor Jerry L. Demings' Office in 2021 with a goal to fund and deliver the project. The project was delivered in calendar year 2022, but all of the project development work was completed the two previous years. This included the development of partnerships and coordination with the large employers in the area that could be a destination for many career seekers taking advantage of the program's capabilities. The scope of the project includes resources that allow career seekers the ability to search for career level employment and training within a 5- to 8-mile radius of the Pine Hills Community, and provides technical staff and assistance that can aid job candidates with resume building, preparing for interviews, and job training skills that they may need to be successful in their new working environment. Companies such as Amazon, Coca-Cola Florida, and LYNX have committed to partnering with us on this endeavor, and we fully anticipate a high success rate.

# COMMUNITY ANALYSIS

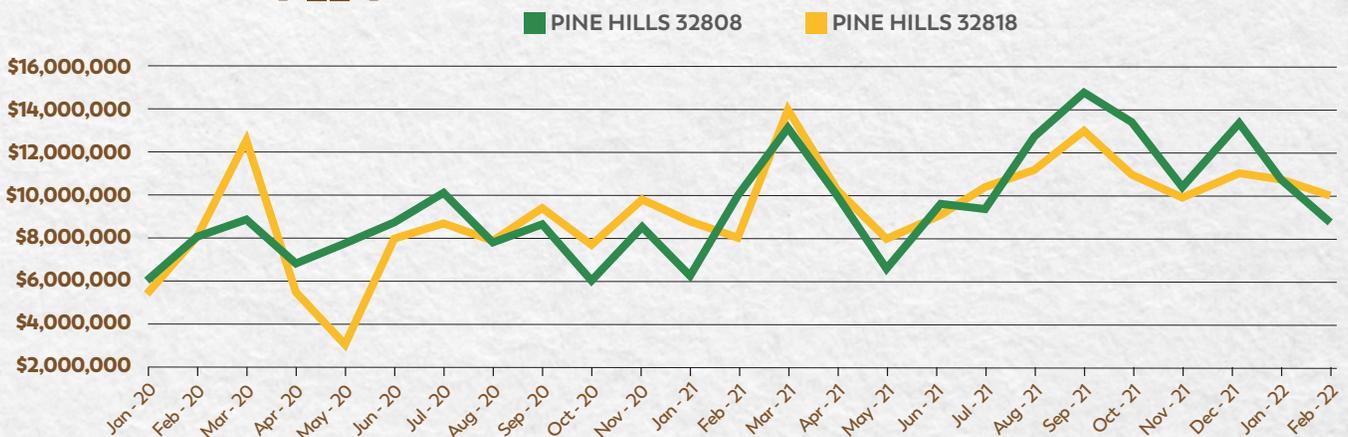
Similar to 2020, the housing market in 2021 was both aggressive and dynamic. More often than not, a new listing would elicit a response and an offer within hours of the home hitting the market. Pine Hills was the recipient of one of the largest percentage increase in home sale values countywide during this timeframe. Toward the end of calendar year 2021, those offers, and ultimately the final sale values, were 20 – 25% higher than the final sale values prior to 2020. Furthermore, in late 2021, there was a 40% and 36% increase in final sale values for zip codes 32808 and 32818, respectively.



## ORL Realtors Association Average Sale Price



## ORL Realtors Association Total Sales Volume



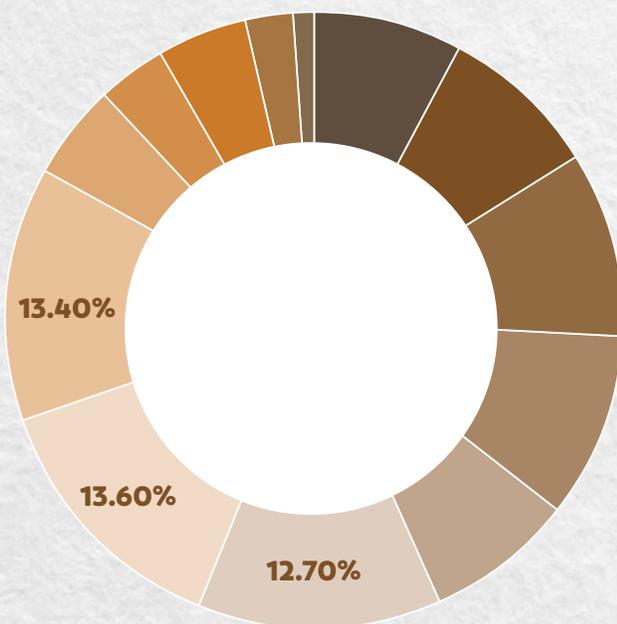
Total sales volume, or the total of all of the home sales that happened within a specific geography, experienced very similar growth throughout calendar year 2021, with one exception being the month of May for the 32808-zip code. During this month, total home sales volume dropped by over 36% and nearly \$4 million, only to gain traction again and increase by 44% between May and June of 2021. This could be due to a number of factors, including the time it takes collectively to close on home purchases, and even nationwide inflation due to the 2021 supply chain crisis. Whatever the case, it seems to be an anomaly as total home sales volume seemed to average around \$11 million, which is an averaged 34% increase in both zip codes year over year when compared to calendar year 2020.

The steady increase in home sale prices and total sales volume for the sale of homes within Pine Hills is very promising. The hope of course is always for first time home buyers to purchase and move their families into these homes, but we also have to account for property management companies and full-time landlords that purchase multiple properties and lease them to tenants.

Home sale values  
**20-25%**  
greater in  
calendar '21

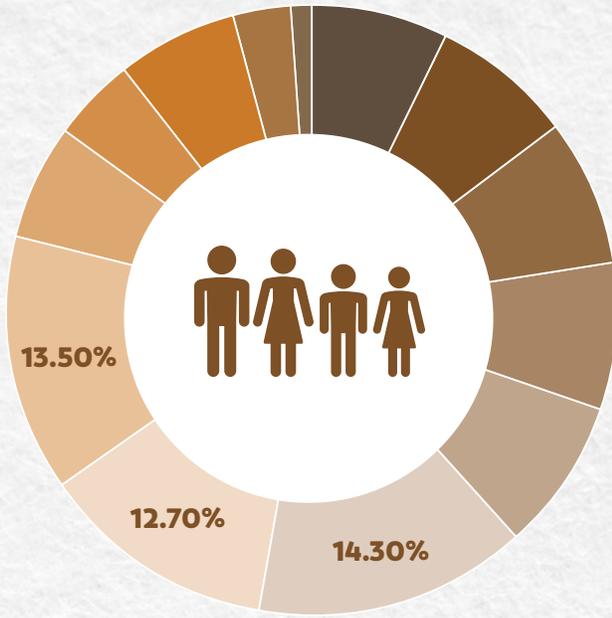


# DEMOGRAPHIC INFORMATION



Pine Hills 2010 Population  
**66,201**

|                   |        |
|-------------------|--------|
| Under 5 years     | 8.00%  |
| 5 to 9 years      | 8.30%  |
| 10 to 14 years    | 9.70%  |
| 15 to 19 years    | 9.80%  |
| 20 to 24 years    | 7.80%  |
| 25 to 34 years    | 12.70% |
| 35 to 44 years    | 13.60% |
| 45 to 54 years    | 13.40% |
| 55 to 59 years    | 4.80%  |
| 60 to 64 years    | 3.60%  |
| 65 to 74 years    | 4.80%  |
| 75 to 84 years    | 2.60%  |
| 85 years and over | 0.90%  |



**Pine Hills 2020 Population ACS Estimate = 81,415**

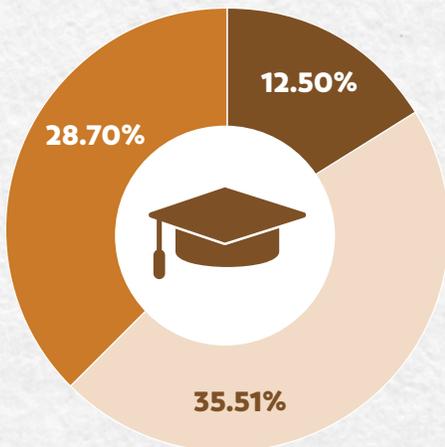
|                   |        |
|-------------------|--------|
| Under 5 years     | 7.30%  |
| 5 to 9 years      | 7.50%  |
| 10 to 14 years    | 7.90%  |
| 15 to 19 years    | 7.60%  |
| 20 to 24 years    | 8.20%  |
| 25 to 34 years    | 14.30% |
| 35 to 44 years    | 12.70% |
| 45 to 54 years    | 13.50% |
| 55 to 59 years    | 6.20%  |
| 60 to 64 years    | 4.30%  |
| 65 to 74 years    | 6.40%  |
| 75 to 84 years    | 3.10%  |
| 85 years and over | 1.00%  |

**23% increase in population between 2010 & 2020**  
**Orange County has grown by 25% during same time period**

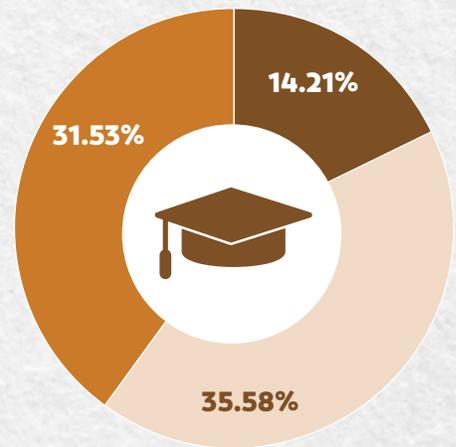
# EDUCATION

**2010 Pine Hills Estimate Highschool Grad + = 76.7%**

**2020 Pine Hills Estimated Highschool Grad + = 79.3%**



- High school graduate (includes equivalency)
- Some college or Associates degree
- Bachelor's degree or higher



**35% increase between 2010 & 2020 in residents with at least HS Diploma**  
**Maynard Evans HS, 37% increase in graduation rate since 2010-2011**

### Evans HS Graduation Rate



In 2020 the U.S Census Bureau performed its decennial survey throughout Orange County, including within the Pine Hills Census Designated Place (CDP). The survey performed in 2010 depicted a community of an estimated 66,200 residents, 40% of whom were between the ages of 25 and 54 years old. It should also be noted that 77% of this population has achieved a high-school diploma or better. This can be supported by data provided to the Florida Department of Education (FDoE) by Maynard Evans High-School about the school’s graduation rate. During this time period, Maynard Evans High School was graduating an average of 350 high-school seniors per year. This means that students were graduating from high school in Pine Hills with at least enough education and training to obtain a full-time career in a trade field that could pay them a living wage and offer a more comfortable life.

The 2020 survey presents a very similar image, as the largest workforce age demographic is again between 25 years of age and 54 years of age. The biggest difference is the estimated total of people residing in Pine Hills. The latest American Community Survey (ACS) estimates that over 81,000 residents are now living in the Pine Hills Community, a nearly 23% increase in population from the 2010 survey. This is consistent with the growth in Orange County’s population since the 2010 U.S Census. Since 2010, the U.S Census Bureau estimates that Orange County’s population has grown by 25%, which is an estimated 1.43 million residents. An estimated 15,214 of these residents are estimated to be new

residents in Pine Hills, most of which are between 25 and 54 years of age, with 80% of that population having achieved a high-school diploma or better. This is again supported by FDoE data received from Maynard Evans High-School, which shows a 37% increase in graduation rates between 2010 and 2020.

This is also a positive economic indicator because this is the prime workforce age demographic for companies seeking skilled employees. If that demographic would have been, for example, between 54 and 74 years old, this would denote a community that is aging, and unable to support a local workforce, forcing companies in and around the community to look for potential employees externally. Another important figure is the number of residents who are within the 15 to 24 years-of-age bracket. These residents would be counted in the next survey as being within the within the 25 to 54 years-of-age bracket, denoting a community that is able to sustain a consistent workforce age population. With major employers such as Amazon, Coca-Cola, LYNX and HD Supply, each of which has a large footprint in the Pine Hills Community, it would seem that the employment rate would be near full. Unfortunately, that is not the case. U.S. Bureau of Labor Statistics unemployment data estimates that Orange County was experiencing a 10.6% unemployment rate throughout 2020, and the Pine Hills CDP was once again in near lock step with a 10.7% unemployment rate. On first glance this could be perceived negatively, but 2020 was an

# amazon hub

package pick-up & returns



NO PARKING  
ANY TIME



NO PARKING  
ANY TIME

## JOBS BY INDUSTRY

|  | 2010   | 2020   |
|--|--------|--------|
| Educational services, and health care and social assistance              | 21.40% | 20.00% |
| Arts, entertainment, and recreation, and accommodation and food services | 17.40% | 25.50% |
| Retail trade   | 13.40% | 12.90% |
| Unemployment Rate  | 9.70%  | 10.70% |

extraordinary year with the entire globe being forced to grapple with a global pandemic. Orange County's hospitality and tourism industry, one of the largest industries in the Orlando area, was shut down for much of that year, and had to furlough or even terminate thousands of employees. This created

a huge vacuum that took the entire next year to recover. The workforce development project that was denoted at the beginning of this report will seek to address this issue directly, and Orange County hopes to find success in this new approach career coaching and placement.

# ACCOMPLISHMENTS DURING 2020



Working with local stake holders, The Pine Hills NID coordinated a site tour of the Amazon fulfillment center in Pine Hills for Mayor Jerry L. Demings and District 2 County Commissioner Christine Moore.



The Pine Hills NID developed a workforce development project that was approved by Mayor Demings and the Orange County Board of County Commissioners in 2021.



Working with Orange County's Utilities Department, the Pine Hills NID was able to secure \$4.3 million that will be used to fund a major septic-to-centralized-wastewater project for North Pine Hills Road, between Colonial Drive and Silver Star Road.



The Pine Hills NID attended the grand opening of the Valencia College Center for Accelerated Training in Pine Hills.



Hawthorne Park officially broke ground and by the end of 2021 will start providing housing to seniors.



The Pine Hills NID attended several pedestrian safety events hosted by Bike/Walk Central Florida.



Working with local stake holders, The Pine Hills NID developed a site tour for its Advisory Board of the Valencia College Center for Accelerated Training in Pine Hills.



The Pine Hills NID is proud to announce a partnership between Maynard Evans High School, and Coca-Cola Florida and Amazon. The relationship is expected to bring mentoring and even part-time employment opportunities to Evans High School students, with a potential for sponsorships and even scholarships. We are very proud to have been a part of setting these relationships up for Evans High School.



## **NID Staff**

**Samuel T. Weekley, AICP**

Executive Director

**Sean Hawkins**

Project Coordinator

### **Office Location**

901 Ferrand Dr.

Orlando, Florida 32808

### **Mailing Address**

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Orlando, Florida 32808

### **Contact Information**

Phone: 407-836-6267

