



WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT ANNUAL MEET

JULY 10, 2026

THE HEARTBEAT OF MIAMI BEACH WASHINGTON AVENUE

Troy E. Wright

WAVE
INTRODUCTION
Gigi Gutierrez





TROY E. WRIGHT

EXECUTIVE DIRECTOR





WELCOME CALL MEETING TO ORDER

**ANDREW
RESNICK
PRESIDENT**



EXECUTIVE BOARD MEMBERS



ANDREW RESNICK

AKSHAY MOZA

CASEY STEADMAN

DILLION SAWYER

GAVIN CRESCENZO

ROBERTO DELFORE

RONALD FINVARB

SAUL GROSS

MARC LAWRENCE

MICHAEL SIMKINS

CITY OF MIAMI BEACH

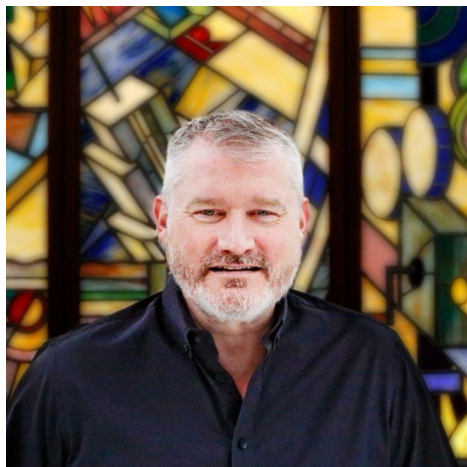


AKSHAY MOZA

CHIEF COMMERCIAL
OFFICER HOTEL
GROUP



GAVIN CRESCENZO
KEYAH REAL ESTATE GROUP



CASEY STEADMAN

The Wolfsonian—FIU



DILLION SAWYER
MOXY HOTEL

Keyah Real Estate Group, - Hospitality Developer

- 262-key multistructure boutique hotel
- Elevated restaurant concept
- 6,500-plus-square-foot ballroom,
- Event, and meeting spaces
- 10,000 square foot spa and wellness concept.
- Completion in 2028



FLY BIKE

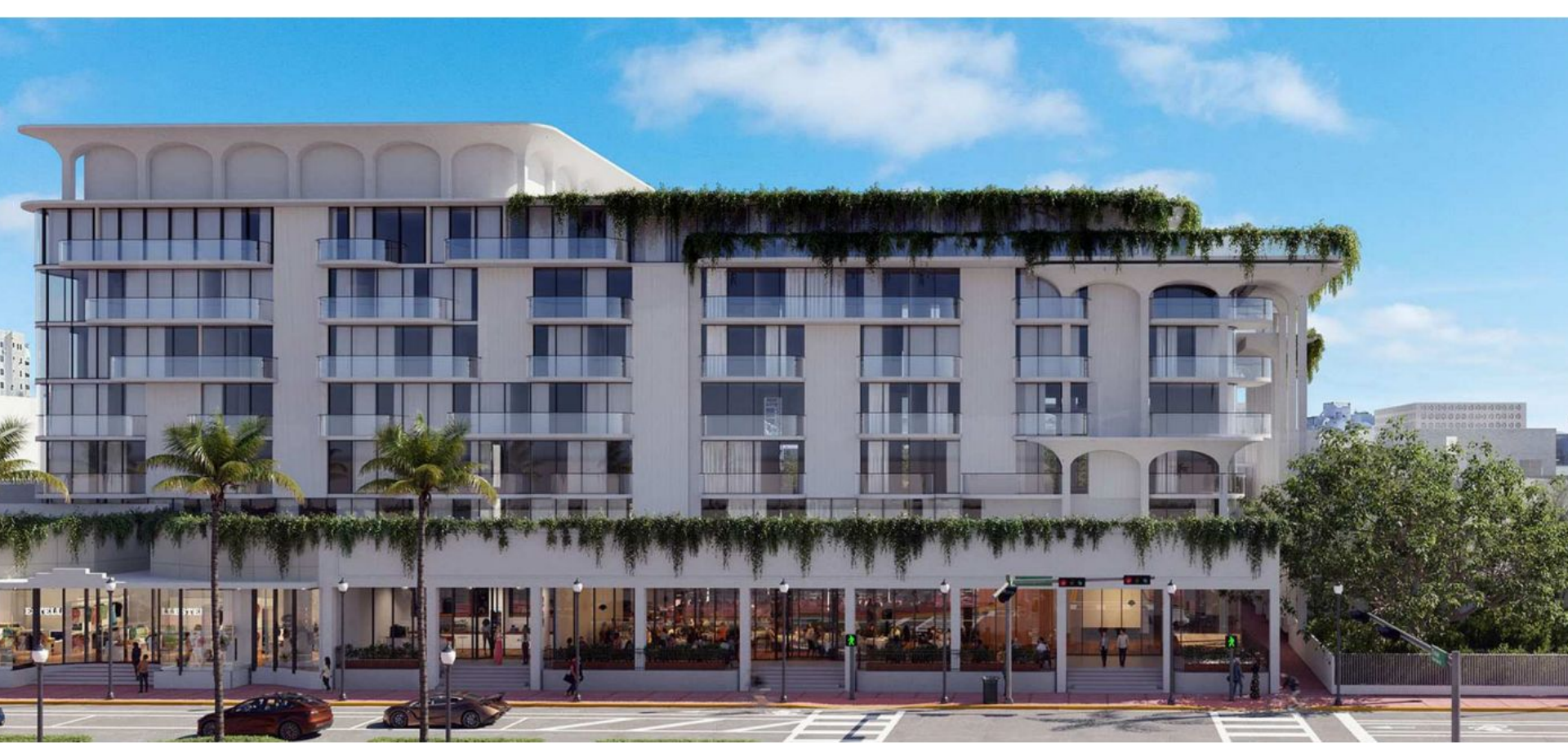
ROCK-A-WAVE

CHEESE BURGER BABY

Charlotte Bakery

WE WERE OPEN







- **Brand Concept:** The hotel will be branded as **Treehouse Hotels**, a concept affiliated with Starwood Hotels.
- **Design & Integration:** The project merges a brand new 7-story building on Washington Avenue with the renovation of the historic Haddon Hall Hotel located at 1500 Collins Avenue.
- **Amenities:** Guests will enjoy a rooftop pool, a ground-floor restaurant, a 6,500-square-foot ballroom, and spa services.
- **Architecture:** The design blends classic Streamline Moderne and Miami Modern (MiMo) styles to match the historic architecture of South Beach. [1]

**AS WASHINGTON AVENUE GOES,
SO GOES MIAMI BEACH**

"Washington Avenue is changing. The momentum is real, and together we're creating a corridor that is safer, more vibrant, and more economically competitive. As Washington Avenue thrives, so does Miami Beach."

- Greater Miami & Miami Beach welcomed **28.3 million visitors in 2025**
- Tourism generated **\$32.2 billion in total economic impact**
- Tourism generated **\$2.2 billion in state and local tax revenue**
- **Tourism supports more than 11,000 jobs in Miami Beach, representing nearly 25% of the city's employment**
- Leading international travel markets included Colombia, Brazil, the United Kingdom, Canada, Mexico, Argentina, Spain, Italy, Germany, and France

Miami Beach Retail Market (Q1 2026)

According to commercial real estate data from Cushman & Wakefield:

- **Retail Inventory:** 9.44 million sq. ft.
- **Vacancy Rate:** 6.0%
- **Occupancy Rate:** 94.0%
- **Average Asking Rent:** \$96.61 per sq. ft.
- **Year-over-Year Rent Change:** -0.8%
- **Net Absorption (YTD):** -30,562 sq. ft.

OUR NUMBERS

Washington Avenue

- Increased international exposure through the soccer campaign.
- More than **1 million** marketing views.
- Seven official watch-party locations.
- New businesses and redevelopment projects underway.
- Beautification efforts continue.
- Strategic marketing focused on driving foot traffic.

Washington Avenue

- Washington Avenue vacancy: **approximately 9%**
- 28 empty locations in 2026
- Vacancy is up approximately 2%

NEW DEVELOPMENTS

AMBASSADOR CEJAS

Paul Cejas is advancing plans for a 212-unit mixed-use project. The apartments will span nearly 217,000 square feet, including 7,000 square feet of retail space, a pool deck, 36 studio units, 144 one-bedroom units and 30 two-bedroom units. Units will range from 560 to 1,100 square feet.

1600 Washington Avenue,

The proposal will require a second vote of approval in September.





Unframed, Autograph Collection

RON FINVARB





**Miami Beach
Commissioner
Monica Matteo-Salinas**

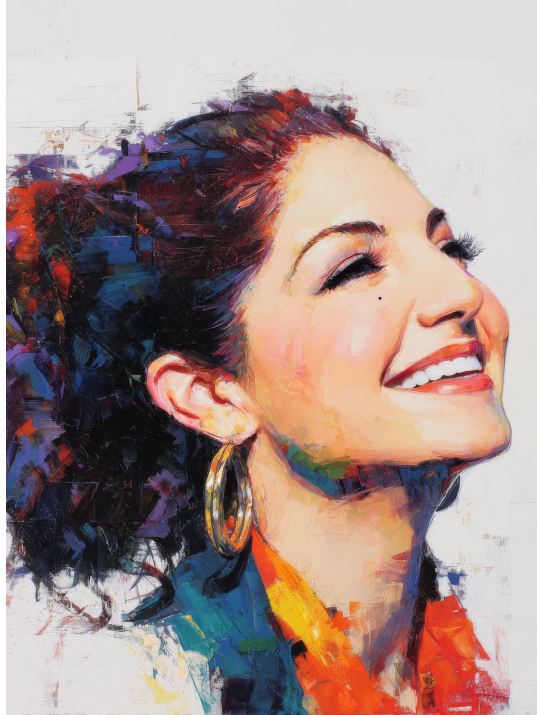


NEW LOOK LEGENDARY BANNERS



CELIA CRUZ

**¡AZÚCAR ON
WASHINGTON AVENUE!**



GLORIA ESTEFAN

**“THE KEY TO HAPPINESS
IS HAVING A DREAM”**



JOSEPHINE BAKER

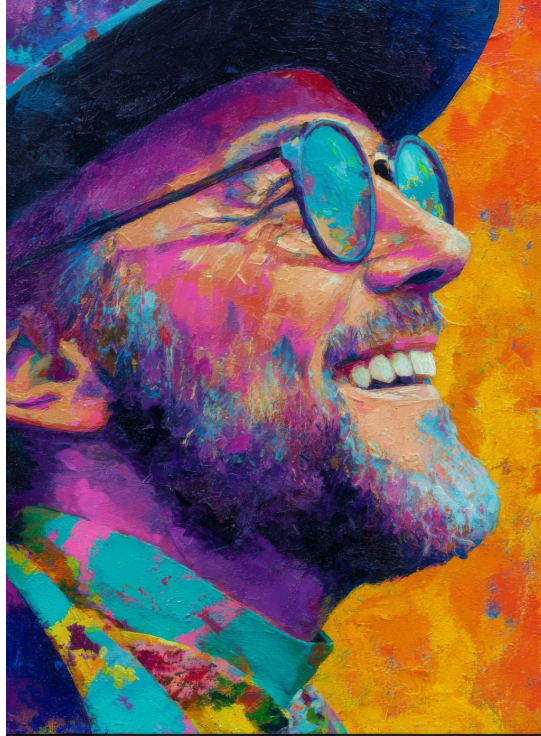
**“THE SECRET TO THE
FOUNTAIN OF YOUTH IS TO
THINK YOUTHFUL THOUGHTS.”**





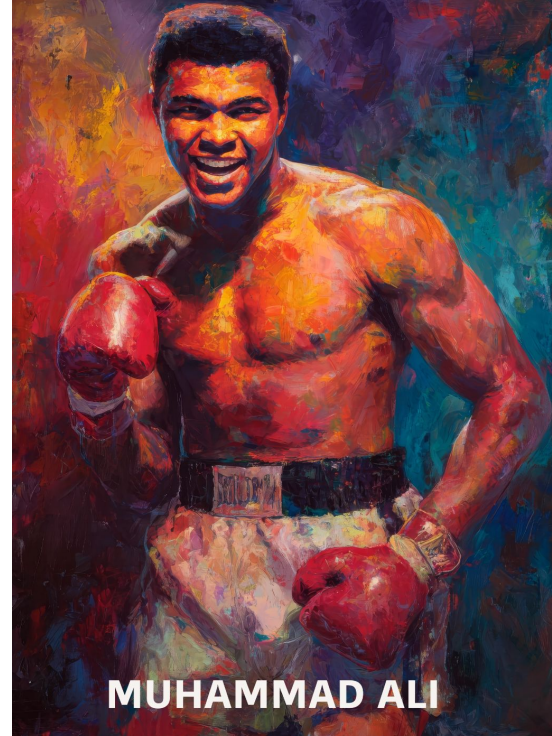
BOB MARLEY

ONE LOVE, ONE WORLD



**“LOVE IS SUCH
A BEAUTIFUL THING”**

MAURICE GIBB



MUHAMMAD ALI

**TRAINED HERE,
WON HERE &
MADE HISTORY HERE**





PITBULL

**“DON’T LET ANYONE
TELL YOU THAT YOU CAN’T”**



PRINCE

**WHERE MUSIC AND
NIGHTLIFE BECAME
LEDGEND**



WELCOME TO
**WASHINGTON
AVENUE**
MIAMI BEACH



**THE HEARTBEAT
OF MIAMI BEACH**



DINE



THE HEARTBEAT OF MIAMI BEACH



SHOP



THE HEARTBEAT OF MIAMI BEACH

NEW LOOK MURAL



IT'S OKAY TO BE GREAT



WASHINGTON
ARTS CENTER





NEW LOOK LIGHTING



THE BEST WE'VE EVER LOOKED



























RESISTANCE
COMING 2023

M2







“There is no question Washington Avenue is more beautiful than it was. Now the next step is turning that beauty into stronger business activity.”

Economic Development Director Steven Anthony



MIAMI BEACH PD



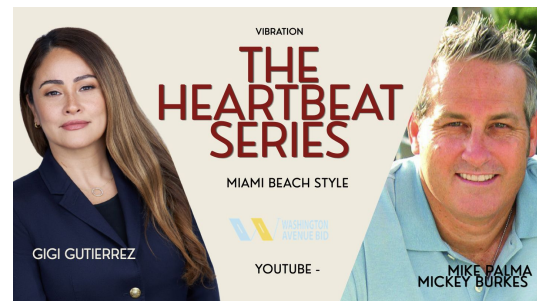
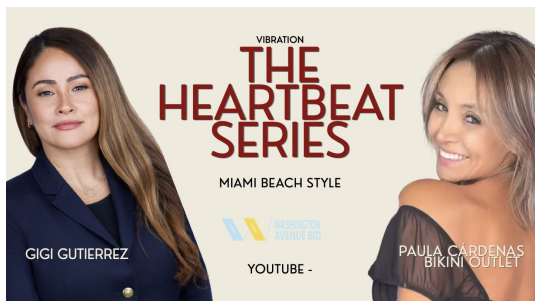
Operations
Major Marlen Rivero



Miami Beach Police Chief
Wayne Jones

THE HEARTBEAT SERIES SUCCESS!

173,000 VIEWS





1.8M+

YOUTUBE VIEWS

Campaign content
reaching global audiences



343K+

VIDEO VIEWS

Across integrated
campaign content



178K+

VIDEO VIEWS

Watch parties
& promotional content



11K+

VIDEO LIKES

Across all platforms
and videos



6.6K+

SOCIAL MEDIA VIEWS

Engagement, shares
& organic reach



1M+

TOTAL CAMPAIGN VIEWS

Total campaign directing
tourists to Washington Avenue





A MILE AND A HALF OF WATCH PARTY EXCITEMENT

- BONCHON**
905 Washington Avenue
- HAVANA 1957**
Washington Avenue & Española Way
- LA PARRILLA LIBERTY**
1255 Washington Avenue
- MICKEY BURKES**
1265 Washington Avenue
- NICABANOS CIGAR LOUNGE**
1030 Washington Avenue
- OH MEXICO**
Washington Avenue & Española Way
- WANDERLUST**
1200 Washington Avenue



MATCH CELEBRATIONS BEGIN WEDNESDAY, JUNE 24TH

- ROUND OF 16
- QUARTERFINALS
- SEMIFINALS
- BRONZE FINAL

CHAMPIONSHIP FINAL

SPECIAL OFFERS AVAILABLE!

- RESTAURANTS
- COCKTAILS
- DRINK SPECIALS
- SHOPPING
- ART & CULTURE
- HOTELS & HOSPITALITY

VIEW SPECIAL DISCOUNTS AND OFFERS AT

WASHAVEMB.COM

★ ★ COLLECT ALL 4! ★ ★

VISIT PARTICIPATING BUSINESSES AND RECEIVE A COMPLIMENTARY LIMITED-EDITION COLLECTOR POSTCARD WHILE SUPPLIES LAST.
AVAILABLE ONLY ON WASHINGTON AVENUE.



BRING YOUR FLAG **BRING YOUR FRIENDS** **BRING YOUR TEAM SPIRIT**

WASHINGTON AVENUE
BUSINESS IMPROVEMENT DISTRICT

THE HEARTBEAT OF
MIAMI BEACH

@washingtonavebid



COLLECT ALL 4!

FREE COLLECTOR SERIES

AVAILABLE AT PARTICIPATING WASHINGTON AVENUE BUSINESSES

WASHINGTON AVENUE | THE HEARTBEAT OF MIAMI BEACH



WASHINGTON
AVENUE BID



THE TARTAN
THANKS TO
COMMISSIONER MMS
&
MIKE PALMA

MARKETING RESULTS

MAXIMUM EXPOSURE. REAL IMPACT.



WASHINGTON
AVENUE

BUSINESS IMPROVEMENT DISTRICT
THE HEARTBEAT OF MIAMI BEACH

Our integrated marketing campaign continues to generate massive awareness, engagement and foot traffic on Washington Avenue.



1.8M+

YOUTUBE VIEWS

Campaign content
reaching global audiences



343K+

VIDEO VIEWS

Across integrated
campaign content



178K+

VIDEO VIEWS

Watch parties
& promotional content



11K+

VIDEO LIKES

Across all platforms
and videos



6.6K+

SOCIAL MEDIA VIEWS

Engagement, shares
& organic reach



1M+

TOTAL CAMPAIGN VIEWS

Total campaign directing
tourists to Washington Avenue



OUR GOAL: MORE VISITORS. MORE CUSTOMERS. MORE SUCCESS ON WASHINGTON AVENUE.



“ From our streets to their screens—
the world is watching Washington Avenue.



STRATEGIC
CAMPAIGNS



TARGETED
CONTENT



MAXIMUM
EXPOSURE



MEASURABLE
RESULTS

Stronger Together.

A VIBRANT CORRIDOR.
A THRIVING COMMUNITY.



NEW PARTNERSHIP

MIAMI DADE STATE ATTORNEY

Kathy Rundle Fernandez

HUMAN TRAFFICKING

An innovative trauma-informed law enforcement model for the investigation and prosecution of Human Trafficking.



Community Awareness

HUMAN TRAFFICKING FOUNDATION USA



“How many businesses experienced an increase in customers during the football festivities?”



POLITICS - TOWN HALL

A poster for a 2025 Candidate Debate. The background is a collage of palm trees and colorful buildings. A dark blue oval in the center contains the text '2025 CANDIDATE DEBATE' in white, flanked by two red stars. Below the oval, it says 'BROUGHT TO YOU BY' followed by the Washington Avenue Bid logo and the Palm View Neighborhood Association logo. The date and time 'OCTOBER 23, 5 - 7PM' are in large blue letters. Below that, it says 'AT THE WOLFSONIAN MUSEUM 1001 WASHINGTON AVE'. A blue banner at the bottom says 'COMPLIMENTARY TACO STATION REFRESHMENTS & BEER!'. At the very bottom, a red banner lists the names of the candidates.

**2025
CANDIDATE
DEBATE**

BROUGHT TO YOU BY

WASHINGTON AVENUE BID

PALM VIEW NEIGHBORHOOD ASSOCIATION

OCTOBER 23, 5 - 7PM

AT THE WOLFSONIAN MUSEUM
1001 WASHINGTON AVE

**COMPLIMENTARY TACO STATION
REFRESHMENTS & BEER!**

STEVEN MEINER • KRISTEN ROSEN-GONZALEZ
DANIEL CIRALDO • BRIAN EHRLICH • AVA FRANKEL • MATTHEW GULTANOFF
OMAR JIMENEZ • MONICA MATTEO-SALINAS • MONIQUE PARDO POPE
LAURA DOMINGUEZ • FRED KARLTON

A poster for a Washington Avenue Residential Incentives Town Hall. The background is a photograph of a large, ornate, light-colored building with many windows and palm trees in the foreground. The Washington Avenue Bid logo is in the top left corner. The text 'Washington Avenue Residential Incentives Town Hall' is in large white letters, followed by 'A New Chapter Forward' in smaller white letters. The date 'MARCH 10TH' is in large white letters at the bottom.

WASHINGTON AVENUE BID

**Washington Avenue
Residential Incentives Town Hall**

A New Chapter Forward

MARCH 10TH



5TH ANNUAL **VIBRATION**

A LIVE MUSIC ODYSSEY
WASHINGTON AVENUE - MIAMI BEACH

September 12TH - Quarterly (4)
SECOND SATURDAYS



16,800 VIEWS

PREPARED BY WASHINGTON AVENUE BID

732 Average Attendance



WASHINGTON AVENUE BID

WASHINGTON AVENUE

20
25
11 OCT

VIBRATION
LIVE MUSIC ODYSSEY

SECOND SATURDAYS
12 EXPERIENCES OF SOUNDS & DRINKS
FOR JUST \$25

@MIAMIBEACHWAVE



WASHINGTON AVENUE BID

WASHINGTON AVENUE

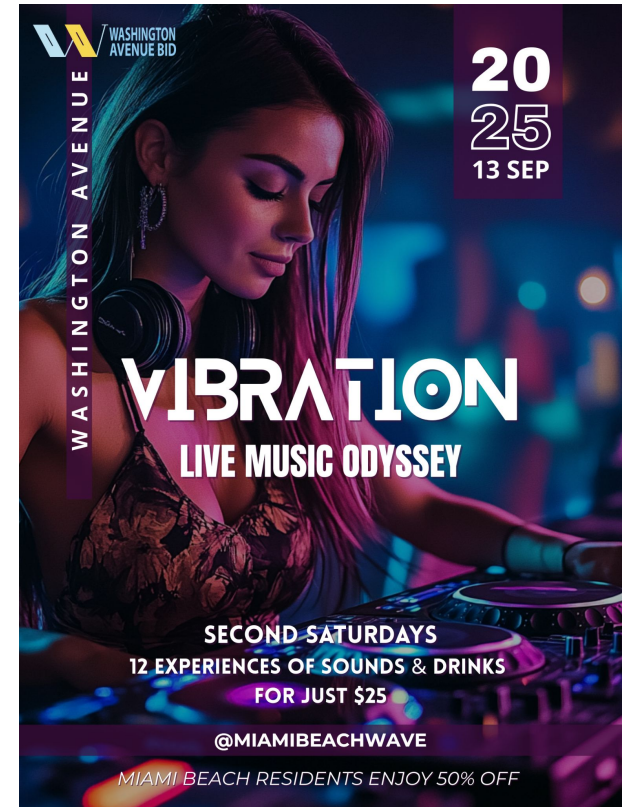
20
25
13 SEP

VIBRATION
LIVE MUSIC ODYSSEY

SECOND SATURDAYS
12 EXPERIENCES OF SOUNDS & DRINKS
FOR JUST \$25

@MIAMIBEACHWAVE

MIAMI BEACH RESIDENTS ENJOY 50% OFF



WASHINGTON AVENUE BID

WASHINGTON AVENUE

20
25
13 SEP

VIBRATION
LIVE MUSIC ODYSSEY

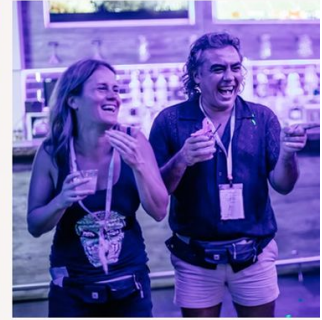
SECOND SATURDAYS
12 EXPERIENCES OF SOUNDS & DRINKS
FOR JUST \$25

@MIAMIBEACHWAVE

MIAMI BEACH RESIDENTS ENJOY 50% OFF

MAJOR SUCCESS VIBRATION SERIES

(12 Locations), (Request to expand from
Ocean, & Collins)



MAJOR SUCCESS VIBRATION SERIES



VIBRATION proves that when the Avenue fills with music, the city comes alive with joy, love, and connection."



HALLOWAVE

TRICK OR TREAT DOWN THE AVENUE

STRONGER BUSINESSES. HAPPIER FAMILIES. A VIBBANT WASHINGTON AVENUE.



THOUSANDS OF SMILES



FAMILY FUN FOR EVERYONE



CANDY. COMMUNITY. CONNECTION.



BUSINESSES ENGAGED
CUSTOMERS DELIGHTED



BUSINESS-TO-CUSTOMER ENGAGEMENT THAT MAKES A DIFFERENCE



THOUSANDS
PIECES OF CANDY
HANDLED OUT

Spreading joy up and
down Washington Avenue!



OVER 1,000+
KIDS & FAMILIES
PARTICIPATED

A safe, fun, and memorable
Halloween experience.



100+
BUSINESSES
PARTICIPATED

Opening their doors and
their hearts to the community.



STRONGER
CONNECTIONS
BUILT

Creating relationships that
keep our Avenue thriving.



INCREASED
FOOT TRAFFIC
ACROSS THE CORRIDOR

More visibility, more customers,
more opportunities.



ONE COMMUNITY
ONE AVENUE
ONE HEARTBEAT

Thank you for making
HALLOWAVE a success!



THANK YOU TO OUR **AMAZING BUSINESSES** FOR BRINGING HALLOWAVE TO LIFE!



STRONGER TOGETHER. BUILDING A VIBRANT CORRIDOR. CREATING LASTING IMPACT.



THE HEARTBEAT OF MIAMI BEACH





SWIM WEEK



WHY THE NUMBERS

SPRING BREAK - LOWER, HOWEVER
HIGHER THAN 2024

MOST OWNERS MAKE MORE IN MARCH THAN ANY
TWO MONTHS COMBINED

CHANGES +/-

- 21 NEW BUSINESSES
- 23 CLOSURES
- 7 VACATED- NEW HOTEL
- LARGE SPACES VACANT

+8 CLOSURES

WHO'S ON THE WAVE

VEHICULAR TRAFFIC

7 YEARS - UP 27% - CLOSURE OCEAN DRIVE
2025 & 26 - MINUS 14% - SPRING BREAK

PEDESTRIAN TRAFFIC

7 YEARS - UP 14%
2025 & 26 - MINUS 12% - SPRING BREAK

NEW ON THE WAVE

- 305 Bike
- Allegra Italian Cafe
- Beach Fashion
- Cheese Steak for Sale
- Ill Italian
- Kungfu Kitchen
- La Juanita
- Liquid Gold
- MIAM
- Naked Tomatoes
- Nicabanos
- Popeyes
- SoBe Bike
- SoBe Nails
- Sunshine Cafe
- Wake and Bake
- Wanderlust
- Willie's Chicken Shack

LA TERRAZA - NICABANOS

& CIGAR BAR



NAKED TOMATO



CELEBRITY CHEF EYAL SHANI

POPEYES



MEGAN THEE STALLION

FY 2025–2026 Financial Summary (Audited)

REVENUE	
Assessments	\$505,766
Other Revenue	\$1,249
TOTAL	\$507,015

EXPENSES	
General Government	\$256,178
Programs & Events	\$86,846
Lease Principal & Interest	\$26,790
TOTAL	\$369,814

- ✓ Independent Audit Completed
- ✓ Expenses Below Budget
- ✓ Strong Financial Position

The Washington Avenue BID remains in a strong financial position. Our FY 2025–2026 audit reflects responsible stewardship of property owner assessments and disciplined spending throughout the fiscal year.

BID FUNDING

TRANSPARENT. ACCOUNTABLE. INVESTED IN WASHINGTON AVENUE.



**WASHINGTON
AVENUE**
BUSINESS IMPROVEMENT DISTRICT
THE HEARTBEAT OF MIAMI BEACH

WHERE OUR FUNDING COMES FROM



ASSESSMENT REVENUE
\$505,765

Property Owner Assessments



PROJECTED EVENT REVENUE
\$30,000

Ticketed Events & Activations



SPONSORSHIPS & GRANTS

Project Specific
When Available



NO CITY OPERATING FUNDS

The BID does not receive a \$1 million annual operating budget from the City of Miami Beach.

WHERE EVERY ASSESSMENT DOLLAR GOES



Stronger Together.

A VIBRANT CORRIDOR. | A THRIVING COMMUNITY.





REVENUE SUMMARY

FY 2026–2027 BUDGET

REVENUE SOURCE	AMOUNT
Assessment Revenue	\$505,765
Projected Event Revenue	\$30,000
TOTAL PROJECTED REVENUE	\$535,765

INVESTMENT OF ASSESSMENT DOLLARS

FY 2026–2027 BUDGET ALLOCATION

INVESTMENT CATEGORY	AMOUNT	% OF BUDGET
 Staffing & Benefits	\$172,560	34.12%
 Office & Administrative Operations	\$67,440	13.33%
 Public Safety & Corridor Services	\$14,400	2.85%
 Marketing, Beautification & Business Development	\$110,000	21.75%
 Events & Activations	\$141,365	27.95%
TOTAL INVESTMENT	\$505,765	100.00%

WHERE EVERY ASSESSMENT DOLLAR GOES

EVERY \$100 INVESTED BY PROPERTY OWNERS

 Staffing & Benefits	\$34.12
 Office & Administrative Operations	\$13.33
 Public Safety & Corridor Services	\$2.85
 Marketing, Beautification & Business Development	\$21.75
 Events & Activations	\$27.95
TOTAL	\$100.00



YOUR ASSESSMENT AT WORK

YOUR INVESTMENT. REAL IMPACT.

	MARKETING	1M+ campaign views Website, social media & digital advertising
	TOURISM	Thousands of international visitors Driving traffic and supporting local businesses
	BEAUTIFICATION	Legends Banner Program, murals, lighting, landscaping & more
	PUBLIC SAFETY	Street Supervisor & added patrols Human Trafficking Initiative
	EVENTS	Vibration, BARLOOZA, Mac's Club Deuce, Hallowave & more
	BUSINESS DEVELOPMENT	Promotions, watch parties, Collector Series Postcards & more

**WHAT WASHINGTON AVENUE BID
RECEIVED IN 4 YEARS
LINCOLN ROAD RECEIVES IN ONE YEAR**

**WASHINGTON AVENUE BID IS FUNDED
SOLELY BY THE PROPERTY OWNERS**

AUGUST 2026

WASHINGTON AVENUE

WORLD TOUR

Happy Hour

TRAVEL THE WORLD IN 12+ BLOCKS

SIP TASTE SHOP VIBE

12+ CULTURES
1 ICONIC AVENUE

VIEW MAP, VENUES & SPECIALS

SCAN ME

SIP. SHOP. DISCOVER. REPEAT.

STREET	COUNTRY/REGION	VIBE	FOOD	DRINK
5 TH ST	MEDITERRANEAN VIBES	Coastal • Fresh • Relaxed		
6 TH ST	LATIN & MEDITERRANEAN CUBAN	Vibrant • Tropical • Timeless		
7 TH ST	AMERICAN SOUL	Souful • Classic • Timeless		
8 TH ST	MEXICO	Bold • Spicy • Colorful		
9 TH ST	ASIAN PERSUASION	Modern • Exotic • Inspired		
10 TH ST	ITALIAN	Classic • Rustic • Delicious		
11 TH ST	GREEK	Fresh • Bright • Legendary		
11 TH ST	JAPANESE	Refined • Elegant • Precise		
12 TH ST	IRISH	Spirited • Friendly • Authentic		
13 TH ST	ITALIAN	Sophisticated • Handmade • Timeless		
14 TH ST	ARGENTINE ESPANOLA WAY ITALIAN	Passion • Flavor • Tradition		
16 TH ST	LATIN HEAT	Fiery • Rhythmic • Irresistible		
16 TH ST	CHICKEN	Crispy • Juicy • Legendary		

COLLECT STAMPS
UNLOCK REWARDS

EVERY THURS & FRI
5PM - 8PM

VISIT PARTICIPATING VENUES

COLLECT STAMPS ON YOUR PASSPORT

UNLOCK REWARDS & VIP EXPERIENCES

LIVE MUSIC ACROSS THE AVENUE

WAVE
WASHINGTON AVENUE BID

THOMPSON
MIAMI BEACH

PRESENTED BY
MACYS
SOUTH BEACH

CUATRO
WYNWOOD

VIBRATION
MIAMI BEACH

@WASHAVEMIAM
#WAVETHEWORLD



—

SEPTEMBER 5, 2026



BAR LOOZA

National Bartender Competition

OCTOBER 10, 2026



HALLOWAVE

1 MILE OF TRICK OR TREATING, SUPERHEROES ON
EVERY BLOCK, GAMES, PUMPKINS & CANDY!

OCTOBER 31st

5:00 PM - 9:00 PM

FREE EVENT

 @miamibeachwave

Washavemb.com

OCTOBER, 2026



VIBRATION

VIBRATION

NOVEMBER 2026



LIGHTING

DECEMBER 2026

DECEMBER 2026



20
26

**ART WEEK
MOVEMENT AND
ENERGY**

DECEMBER 1-6 2026
AT 6 PM - 11 PM

Washington Ave





VIBRATION

VIBRATION

JANUARY 2026

VIBRATION

THE HEARTBEAT SERIES

INTERVIEW WITH
PROPERTY & BUSINESS OWNERS



GIGI GUTIERREZ

YOUTUBE -

TROY E. WRIGHT

ADDITIONAL SPECIAL EVENT EXCLUSIVELY ON WASHINGTON AVENUE

BILLBOARD WEEK FULLY PROGRAMMED

ULTRA RESISTANCE

ART BASEL

SWIM WEEK

AMEX RETURNS 2027

WALMART

DELTA

AMERICAN AIR

AMEX

LEXUS

A solid teal horizontal bar spanning the width of the page at the bottom.

THE HEARTBEAT OF MIAMI BEACH IS LOOKING GREAT!



