

WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT - JULY 2026

Annual Membership Meeting Minutes (Draft)

Date: Thursday, July 9, 2026

Time: 2:00 PM

Location: The Wolfsonian—FIU, Miami Beach, Florida

1. Call to Order

Executive Director **Troy E. Wright** welcomed the property owners, Board members, City officials, business owners, community partners, and guests to the Washington Avenue Business Improvement District Annual Membership Meeting.

A roll call of the membership was conducted. It was determined that **a quorum of the membership was not present**. Accordingly, pursuant to the Corporation's Bylaws, **no official business was conducted, no Directors were elected, no motions were made, and no votes were taken**. The meeting proceeded as an informational annual report to the membership.

2. Executive Director's Annual Report

Executive Director Troy E. Wright presented the Washington Avenue Business Improvement District's Annual Report, highlighting the progress achieved during the past year and outlining priorities for the future.

Mr. Wright reaffirmed the BID's mission to strengthen Washington Avenue through economic development, beautification, destination marketing, public safety partnerships, and business recruitment. He emphasized the organization's continued vision of making Washington Avenue **"The Heartbeat of Miami Beach"** and reiterated the guiding principle that **"As Washington Avenue Goes, So Goes Miami Beach."**

The membership received an overview of Miami Beach's tourism economy, including regional visitor statistics and retail market conditions. It was reported that Greater Miami and Miami Beach welcomed approximately **28.3 million visitors during 2025**, generating an estimated **\$32.2 billion in economic impact** and supporting more than **11,000 jobs within the City of**

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Miami Beach. Commercial real estate conditions were also reviewed, including occupancy, vacancy, rental rates, and market activity.

The Executive Director discussed current conditions on Washington Avenue, noting that the corridor continues to experience significant redevelopment and private investment. Updates were presented regarding several major projects, including the proposed **212-unit mixed-use development at 1600 Washington Avenue by Ambassador Paul Cejas**, the **Treehouse Hotel redevelopment**, and **Ron Finvarb's Unframed Autograph Collection Hotel**. These projects were presented as important investments that will strengthen Washington Avenue's long-term economic vitality.

The membership also received an update regarding corridor conditions and business activity. The Executive Director reported that Washington Avenue had approximately **28 vacant commercial spaces**, representing an estimated **9 percent vacancy rate**, while also noting continued business recruitment efforts and new commercial investment throughout the district. During the reporting period, **19 new businesses opened**, while **23 businesses closed**, resulting in a modest increase in vacancies. Several new restaurants, retail businesses, and hospitality operators were highlighted as examples of continued investment along the corridor.

A comprehensive overview of beautification initiatives was presented. The Executive Director highlighted the installation of the **Washington Avenue Legendary Banner Program**, the completion of new public art and mural installations, enhanced decorative lighting, and other streetscape improvements. Before-and-after photographs were presented illustrating the visual transformation occurring throughout Washington Avenue. Reference was also made to comments by the City's Economic Development Director recognizing the significant physical improvements made throughout the corridor while emphasizing that the next objective is translating those improvements into stronger business activity.

Marketing and promotional initiatives undertaken by the BID during the year were reviewed. The Executive Director discussed the continued success of **The Heartbeat Series**, which generated significant public engagement, along with expanded social media campaigns, destination marketing efforts, FIFA-related promotions, the Scottish Tartan Army activation, business video campaigns, and community partnerships. These initiatives collectively generated substantial digital exposure and increased awareness of Washington Avenue among residents and visitors.

The BID's public safety partnerships were also reviewed, including continued collaboration with the **Miami Beach Police Department**, the **Human Trafficking Foundation USA**, and other governmental and community partners to improve public safety and business awareness throughout the district.

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The Executive Director highlighted the success of the BID's special events and activation programs, including the **VIBRATION Live Music Series**, which averaged approximately **732 attendees per event** and expanded to twelve participating venues. The presentation noted that the program had generated requests for expansion beyond Washington Avenue. Additional updates were provided regarding Hallowave, upcoming holiday lighting, the Mac's Club Deuce 100-Year Anniversary Celebration, BARLOOZA, and other planned programming intended to increase visitation and support local businesses throughout the year.

Traffic and economic performance were reviewed. While pedestrian and vehicular activity experienced declines during the 2025–2026 Spring Break period compared to the prior year, the Executive Director noted that long-term corridor trends remain significantly stronger than seven years earlier, with vehicular traffic increasing approximately **27 percent** and pedestrian activity increasing approximately **14 percent** over that period. The presentation also observed that many Washington Avenue businesses continue to generate their strongest annual sales during March despite recent Spring Break changes.

The membership received a financial overview of the BID. The Executive Director reported that the annual independent audit had been completed successfully and noted that the BID continues to utilize an independent certified public accountant for monthly financial oversight and an independent auditing firm for its annual audit. A summary of revenues, expenditures, and the allocation of assessment dollars was presented, along with a comparison demonstrating that the Washington Avenue BID continues to operate with significantly fewer financial resources than several comparable business improvement districts. It was also emphasized that the BID is funded solely through assessments paid by district property owners.

Finally, the Executive Director presented the organization's priorities for the coming year, including continued redevelopment, expanded marketing initiatives, additional beautification projects, enhanced public safety partnerships, business recruitment, signature events, and continued investment in Washington Avenue's long-term revitalization. Upcoming initiatives scheduled for late 2026 and early 2027, including the Mac's Club Deuce Centennial Celebration, holiday lighting program, and additional corridor activations, were also reviewed.

3. General Discussion

Members in attendance participated in a general discussion regarding redevelopment activity, corridor improvements, marketing initiatives, special events, and the future direction of Washington Avenue. Questions and comments focused on maintaining redevelopment momentum, supporting existing businesses, attracting new investment, and continuing to

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enhance Washington Avenue's position as one of Miami Beach's premier commercial and entertainment districts.

4. Adjournment

There being no further discussion, the informational Annual Membership Meeting concluded.

Because a quorum of the membership was not present, no elections were conducted, no motions were made, no votes were taken, and no official action was taken.