ANNUAL MEETING – JULY 2022

WASHINGTON AVENUE BID

WASHINGTON AVENUE BID

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MISSION STATEMENT

MISSION

The Washington Avenue Business Improvement District (BID)'s integral mission is to preserve, stabilize, and improve Washington Avenue retail and business district located inside historic Miami Beach through promotion, management, marketing and other similar services.

OUR VISION

It is Washington Avenue BID'S vision to encourage the continued development of a diverse, vibrant and pedestrian-friendly Washington Avenue mixed use neighborhood, thereby providing a dynamic setting for businesses, the visiting public, arts and entertainment, unlike any other place in the world. The BID will provide high-quality, customer-oriented services designed to define, enhance, and continually improve Washington Avenue for those who work, live, visit, and do business here.

WASHINGTON AVENUE BID

ANDREW RESNICK



2020-2021 BOARD MEMBERS

- **Board Members**
- President - Andrew Resnick
- Saul Gross
- Secretary - Marc Lawrence
- Michael Simpkins
- Leslie Weil
- Eric Hines
- Ronald J Finvarb
- Roberto Datorre
- Selena Venizelos

- **Ex Officio Members**
- Casey Steadman
- Rickelle Williams
- Connor Grealy
- (Board members are not compensated)

WASHINGTON AVENUE BID

WASHINGTON AVENUE BID

TROY E. WRIGHT EXECUTIVE DIRECTOR



MESSAGE FROM EXECUTIVE DIRECTOR

DEAR WASHINGTON AVENUE BID PARTNERS & FRIENDS

Great things are happening on the WAVE! Launched in April 2019 the Washington Avenue Business Improvement District (BID) offers innovative opportunities and services that simultaneously provide a portal for locals and tourist to live their best life. Ultimately, we will further economic development in the regions that we serve by leveraging the growing attraction of Washington Avenue

As a resourceful and collaborative organization, we work in partnership with our key stakeholders and the City of Miami Beach to create a welcoming, creative, and thriving environment that supports Miami Beach residents and a wide range of business types from innovative start-ups ,entertainment, to international associations. We are excited to take an active leadership role in all that we do, serving as a collaborator, community builder, and agent of positive change.

The BID is well on our way to achieving our goals for Washington Avenue. When I began, my first objective was to meet with every business owner to understand their concerns and allow them to voice their opinion. I also required that for each concern we discussed a solution. The biggest concerns were lighting, lack of activations and safety. Within the first 3 years the BID was able to install lighting, create multiple activities and connects all 300 businesses. We've added murals, wrap electrical boxes, add banners, host activations, fashion shows, and music events. In addition, worked with the city to clean streets, paint, street modifications, replace trees, add additional lighting, and part of it during a COVID-19. The BID takes pride in working with the property and business owners.

I hope our success are an indicator of our passion and desire to build a place unlike any other place in the world. We are a listener and example to our community to offer a place to create a new life, dream a new future and leave a positive legacy.

Sincerely,

Troy E. Wright
Executive Director

EXECUTIVE - SUMMARY

On a clear path!

Washington Avenue had a good year! The streets look cleaner, the avenue is safer and businesses are opening on Washington.

The Washington Avenue Business Improvement District's (BID) success to a large extent based on a vision, strategy, partnerships and positive relationships. Our main supporters are the City of Miami Beach, Greater Miami Conventions and Visitors Bureau, Miami Beach Police and the Miami Beach Chamber of Commerce. However, locals and tourist are the ones most celebrating the positive changes.

The BID represented property and business owners on multiple occasion to keep there doors open, obtain permits, defuse ordinance challenges

New businesses
The BID continued to grow. We opened a new hotel (Esme), 6 new retailers, 5 new restaurants, and 4 properties sold. Property values are at an all-time high.

Traffic
The streets returned from the Pilot that created 1 lane each direction, bike lane, parklets and parking. The City moved to return it to the previous configuration or 2 lanes of traffic each direction, no bicycle lane and limited parklets.

Pedestrian traffic declined slightly however that is largely in part due to the mass crowd during COVID last year.

Liquor challenge
The BID successfully fought to keep Washington Avenue open to 5:00 AM. This was no easy task, and the battle is not over. We clearly understand that shutting down the entertainment district at 2:00 AM would destroy our momentum and reduce tourists and interest from potential investors to Miami Beach.

This is the forth year in a row that crime on Washington Avenue dropped.

The BID Executive Director received recognition and awards due to our ability to improve, think proactively, and create activations

The BID held an Executive Board meeting each month to oversee the operation, current and future plans for the Avenue.

The BID's actions fully reflect the various dimensions of understanding business and property owners, locals, tourists, seasons and the future. With that in mind, we listened and responded. The BID created monthly business owners' meetings to build an invested infrastructure. Hired sanitation ambassadors, created marketing opportunities, and historic monuments.

Maintained a bi-monthly newsletter in 2022 increased from 15,000 to 15,548 people on our social media database, and 6,398 to 6,703 followers with our post reaching an average of 632 likes, 3,069 reels, 2,001 videos and 471 stories on Instagram. The newsletter features businesses, promotes specials, involve the community, attract tourists, and market events planned on Washington Avenue.

CONTINUED EXECUTIVE SUMMARY

The BID increased our partnership with Miami Beach Sanitation, to improve the look, and feel of the avenue. We establish a painting program that – repainted yellow, white and blue lines, repair streets, plantation, replace street poles, trees and lights. Repaired signs, and ditches.

In conjunction with the City of Miami Beach we expanded Parklets to allow restaurants the additional space to operate. Restaurants that participated in the program revenue increased more than 30% of those that did not. However, due to the increase in by the City some will elect not to [participate. The average cost is about $1,200 - $1,500 each month.

Espanola Way East
The BID is working with the city and a consultants on developing the concept and basis of design for the South Beach Promenade. The project consists of establishing a premier pedestrian connection between three main commercial areas, Lincoln Road, Espanola Way, and Ocean Drive.

The BID created an internationally acknowledged Fashion Show. The Show featured international and domestic talent. 12 designers, 193 models, sports stars, politicians, an 80 ft runway, recording artist Ginuwine and Jon B and international media. Because of a sponsorship, great partnerships with iHeart media, the BID promoted the fashion show on a billboard in the middle of times square in New York City. The BID honored Valarie Naverette as the community person of the year and Zory Haydon as the Business owner of the year. Both are well deserving.
Attendance 598.

Meet the candidates - The BID hosted his forum to give residents, businesses, and property owners an opportunity to communicate concerns and receive insight into their positions. In addition, it will allow candidates an opportunity to meet the community, stakeholders as well as business and property owners on Washington Avenue.

The BID created a Caribbean Heritage Music Series. The event was to be a series of music from Caribbean island talent and comanate in June for the first festival in America history to gather all 30 Islands at the same time on US soil. However, after due to a decision made by the City to shout down the Entertainment district after a shooting many consulate generals and tourism directors contact me concerned that they did not feel welcome.

The Series featured the culture of Jamaica, the consulate general, crafts, food trucks, a live band and entertainment. Estimated attendance 800.

The BID hosted our annual Hallowave event specifically for children and families. The event featured a costume contest, dog costume contest, bounce house, live music, cotton candy, pop corn, and food trucks. Attendance 5,000.

CONTINUED EXECUTIVE SUMMARY

Worked with the City to replace 34 missing or blown out lights along the avenue.

To maintain a relationship with business owners , the BID manages a What's App and a quarterly meeting to keep businesses in constant contact, receive up to date information and advisories.

Assisted business and property owners with permits, licenses, relationships, marketing, promotion, management, and sanitation.

Concerns
Homeless
The Bid is experiencing a rise in homeless people on the street. This is not just a WAVE problem but a nation-wide issue. However, we are being aggressive in our approach to assist in finding a place for the to live other than on Washington Avenue.

Inflation

Bright future

WHAT WE DO

The long-term goal for Washington Avenue Business Improvement District is to create a highly reputable, financially sustainable and dynamic Avenue that attracts tourist from all around the world to live, eat, play and invest. In order to do so we feel it's important to harness the real reason people come to South Beach. Therefore, we discovered that most people visit to relax, be entertained and figure out what they want to do with their future. The BID currently focuses on three main initiatives as it works toward a filling vacant spaces with higher end clientele and quality entertainment.

- Marketing
- Business Entrepreneurship
- Sanitation - Safety

WHAT WE DO

MARKETING

Each month the Washington Avenue Business Improvement District works to stabilize, improve and market the retail business district. One way we do this is by providing a diversity of entertainment.

BUSINESS ENTREPRENURSHIP

Through the use of facilities, the Washington Avenue Business Improvement District provides a platform for business owners to implement solutions developed in conjunction with Executive Board. We promote and encourage continued development by creating unique entrepreneurs to engage in developing ways to increase visibility, marketing strategies, safety procedures and create partnerships that brings unity through execution.

SANITATION

The Washington Avenue Business Improvement District through our sanitation program provided sanitation, directions & friendly services. We had every street marker on the WAVE repainted, fixed cracked streets, replaced trees, painted and replaced street poles, cleaned alley and streetscapes.

Our biggest objective is to provide a safe and secure environment in our community.

WAVE GOAL ORIENTATED



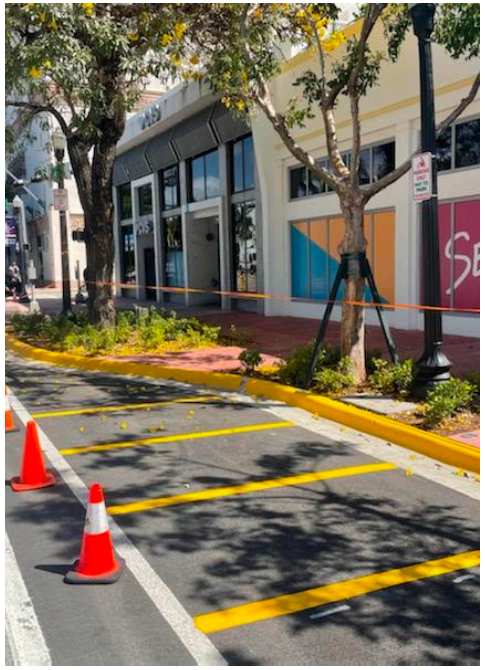
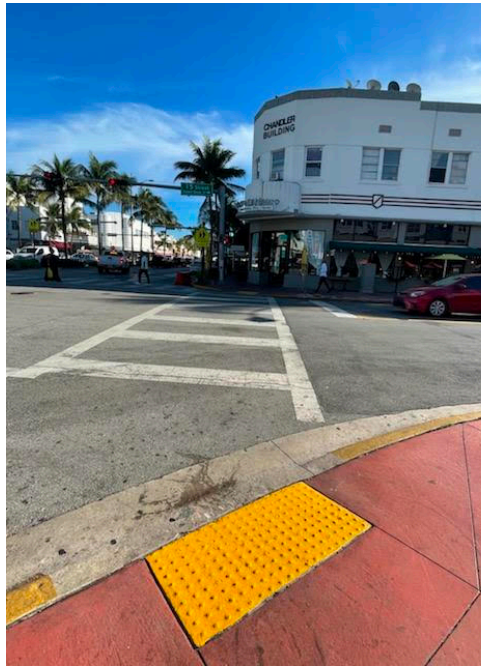
WASHINGTON AVENUE BID

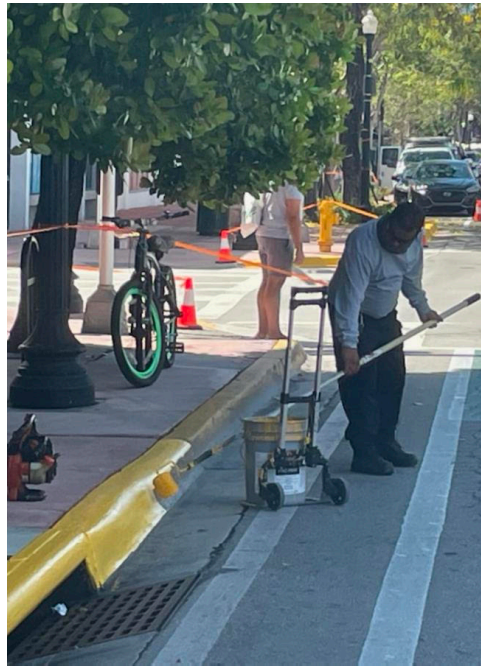
WASHINGTON AVENUE BID

CLEANING THE WAVE

WE ARE LOOKING A LOT BETTER!





PAINT SCHEDULE 1ST

WASHINGTON AVENUE BID













WASHINGTON AVENUE BID

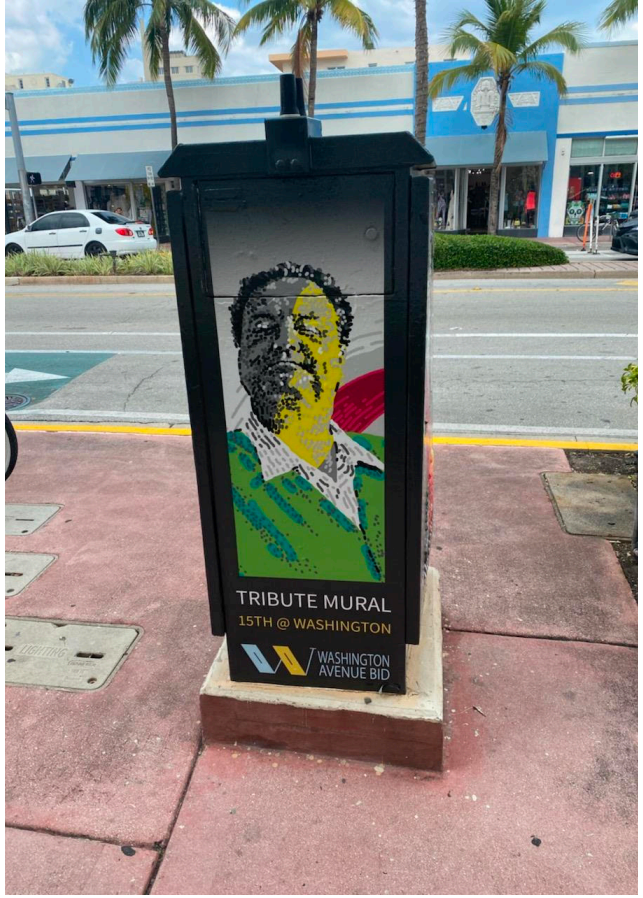
MORE LIGHTING

- BISTRO LIGHTS ON 7 NEW LOCATIONS TO:
- DECREASE HOMELESSNESS
- BRIGHTER
- SAFER
- BEAUTIFICATION

WASHINGTON AVENUE BID











MORE ELECTRIC BOXES WRAPED

WASHINGTON AVENUE BID

WASHINGTON AVENUE BID

ACTIVATIONS KEEP YOU RELEVANT

WASHINGTON AVENUE BID

POSITIVE YEAR

HALLOWEEN 5,000

FASHION SHOW – NATIONAL & INTERNATIONAL Recognition

CARIBBEAN HERITAGE SERIES -

SOCIAL MEDIA UP 33K

STREET IMPROVEMENT

NEW BUSINESESS

Between Washington & Collins on Espanola Way East











HALLOWAVE

WASHINGTON AVENUE BID

- FAMILIES
- SMILES
- HAPPINESS
- RETURN TO THE WAVE



DOG COSTUME CONTEST



WASHINGTON AVENUE BID


INGTON AVENUE BUSINESS IMPROVEMENT DISTRICT
HALLOWAVE
FAMILY FUN FILLED FEST
88901
ParkMobile
Contactless Parking Payment
Parking Enforced
24 Hours


WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT
HALLOWAVE
FAMILY FUN FILLED FEST



VIDEO




WASHINGTON AVENUE BID
WASHINGTON AVENUE
CARIBBEAN HERITAGE
MUSIC SERIES
FEBRUARY 19th JAMAICA
MARCH 19th CUBA
APRIL 16th
DOMINICAN REPUBLIC
MAY 7th
HAITI
MAY 21st
TRINIDAD AND TOBAGO
washavemb.com

VIDEO

WASHINGTON AVENUE BID

https://youtube.com/shorts/YzheaVPxCSU?feature=share





WAVE FASHION SHOW
2 DAYS

- GINUWINE
- JON B
- SAM WATSON
- iHeart Radio

- AMAZING MEDIA COVERAGE
- BROADWAY NEW YORK CITY

Valerie Navarrete

- WAVE
- Community Award

- Last Year – Silent Victims of Crime



BUSINESS OWNER AWARD

Zori Hayon

Cameo

Rolled up his sleeves.

Never asked for anything in return.







TALENT

- Bikini Beach Australia
- Blu Crochet
- FLKD
- Noa Kai & Julie Miles
- Novados Swim
- Kokonut
- Murswagg
- Dream Boutique & T2 Collection
- Onalaja & Dayverse
- House of Athlete
- Porshia’s Designs
- 193 MODELS

RESULTS

- INCREASE IN TRAFFIC
- POSITIVE IMAGE
- KEEP WAVE ON PEOPLES MIND

- OUTSIDE OF WHAT THE WAVE DOES -
- NO MAJOR EVENTS ON WASHINGTON

Fashion Show VIDEO



WAVE BUSINESS MEETINGS

- BUSINESS OWNERS ONLY
- STAY INFORMED
- WHAT'S APP
- BUSINESS ARTICLES
- QUARTERLY MEETINGS

SOCIAL MEDIA BOAST!

- **Washington Avenue BID Instagram Analytics:**
- **BIG IN CREASE IN SOCIAL MEDIA:**
- Accounts reached: 5,871 (2.2% from ads) (+78.2% since June 28th-July 11th)
- Accounts engaged: 265 (+46.4%)
- Total followers: 6,696 (+2.7%)
- Top Cities: Miami Beach: 28.5%, Miami 14.4%, NY 4.2% Hollywood,FL: 1.8%
- Top Countries: US: 88.7%, Germany: 2.3%, Jamaica: 0.9%
- Top age range: 35-44: 33.6%, 25-34: 27.1%
- Gender: 61.4% Women, 38.5% Men
- Followers and non-followers based on reach: 495 followers, 5,376 non-followers
- Reached +92.5% more accounts of non-followers compared to June 28th-July 11th
- **Content reach:**
- Reels: 3,069
- Videos: 2,001
- Stories: 471
- **Average likes on posts**: 392- 632
- **Average story reposts and engagement:** 164-173
-

INCOME

	2020 - 2021	2021 - 2022
ASSESSMENT	$332,787.21	$342,895.40
OTHER INCOME	$ 9,634,36	$10,286.41
TOTAL	$342,421.57	$353,181.81

EXPENSES

	2020 - 2021	2021 - 2022
GENERAL & ADMINISTRATIVE	$157,155.87	$ 144,547.08
MARKETING / SANITATION	$84,788.07	$ 145,851.27
LIGHTING & DECORATIONS	$21,221.40	$ 32,345.46
TOTAL	$263,165.34	$ 322,743.81

FINANCIAL STATEMENT

- **Assessment Received**
- Finances were received via self - imposed tax assessment collected by the City of Miami Beach

- July – September 2021 - $49,848.60.
- October – December 2021 – 0
- January – March 2022 - $7,795.00
- April – June 2022 – $285, 251.80
- Collected for 2021-2022 - $342,895.40

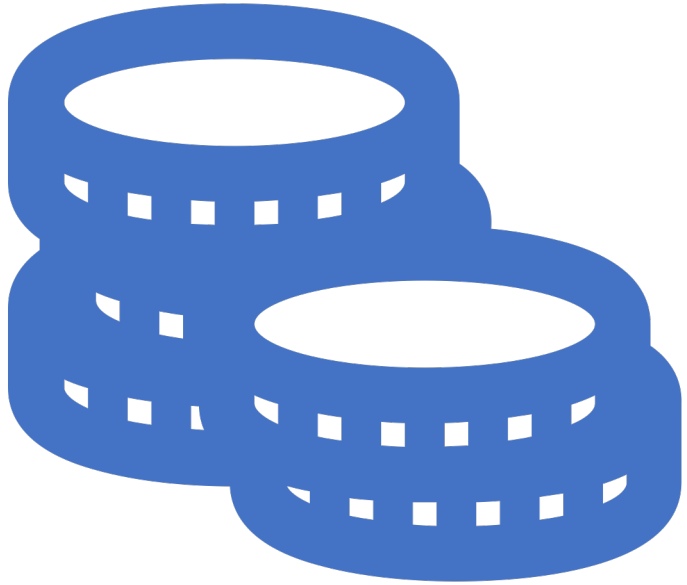
- Yearly expected income $505,000.00 per year.

- Assessment deficient 2021-2022 - $ 162.104.60

- **Expenses**
- General & Administrative expenses, salaries, furniture, computers, lease, equipment, temp-employees, printer, desk, chairs shelving.

- Sanitation & Marketing
- Beautification, Caribbean Heritage Music Series, Mural, Fashion Show, Halloween, Electrical box wraps, banners, meeting, social media, meals, ambassadors

- Inflation



WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT BUDGET, NARRATIVE, SUMMAR AND SERVICES TO BE PROVIDED 2022-2023

REVENUE

1 Assessment Revenues

The assessment represents the total amount of the special assessments to be collected each year of the special assessment district $505,765.

Event Revenue

- Projected revenue based on event income $25,000

Total Revenue projected $530,765

EXPENSES

2. **Administrative and Office Expenses**

- Staffing cost, including employment benefits, employment for Executive Director and assistant. $141,600.00
- Office expenses for rent, liability insurance, supplies, postage, printing equipment, leases, annual report, audit, cell phone, accounting, and liability insurance. $97,377.60

3. **Street-level Improvements and Programs**

- The employed a supervisor to coordinate sanitation challenges, improvements, street debris, minor graffiti, and services. The Street supervisor will partner with the Miami Beach Police Department, the City of Miami Beach Sanitation, and Public Works. $15,000

4, **Beautification and Marketing Expenses**

Expenses shall include the following expenditures:

- Art Basel
- Awkward Music Series
- Street Banners
- Caribbean Heritage Series
- Hallowave
- Lighting and Decorations
- Juneteenth
- re-Discover Washington Avenue
- WAVE Fashion Show
- WAVE / Mac Duce / Food Network / BBQ
- WAVE TV

Total Beautification and Marketing Expenses: $229.732.16

WASHINGTON AVENUE BID

WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT
BUDGET, NARRATIVE, SUMMAR AND SERVICES TO BE PROVIDED
2022-2023

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WASHINGTON AVENUE BID

WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT
BUDGET, NARRATIVE, SUMMAR AND SERVICES TO BE PROVIDED
2022-2023

REVENUE

1.	Assessments	$505,765
2.	Event Revenue	$25,000

EXPENSES

Administrative and office Expenses,

3.	Administrative staff	
4.	Office, supplies, utilities, parking, equipment lease, postage, travel, entertainment, phone, printing, rent, insurance, audit, accounting, licenses, meals, maintenance.	$97,377.60

Street Level Improvement Program

5.	Sanitation Team	$15,000

Marketing

6.	Beautification	$35,432.16
7.	Advertising	$18,000
8.	Events	$176,300

TOTAL ANNUAL EXPENSES **$503, 709.76**

WASHINGTON AVENUE BID

Need more cheese!

- New lights down median contract 3 years $100k
- Inflation
- Sanitation
- Events

- 10% increase
- Vote for next year



NEW BUSINESSES



HOTELS - ESME



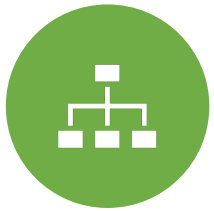
RESTARUANTS NEW - 5



RETAIL NEW - 6



PROPERTY SOLD 4



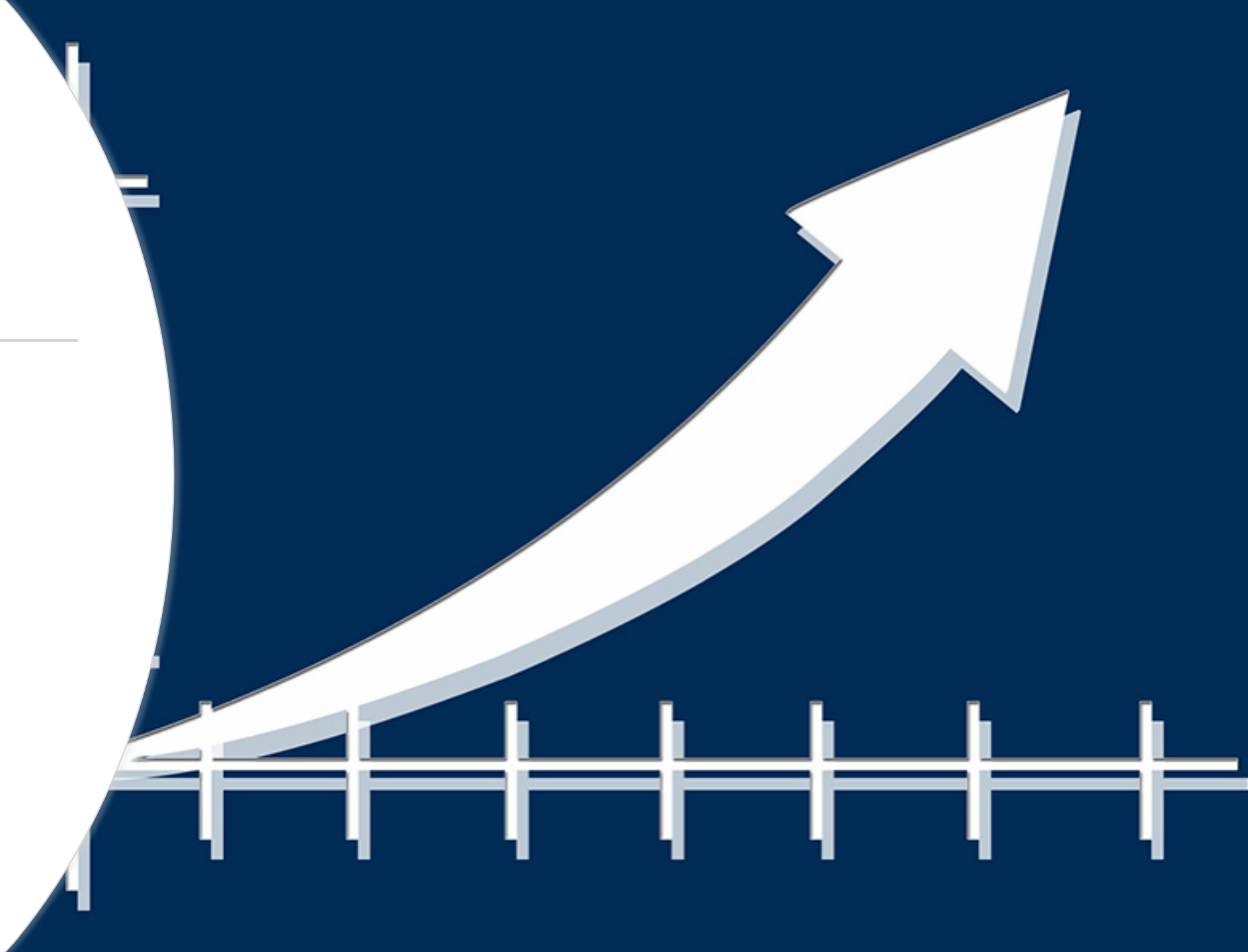
OUT OF BUSINESS - 3



FORCED OUT OF BUSINESS 1

BY THIS TIME NEXT YEAR - OPEN

- PARIS THEATRE
- WASHINGTON PARK HOTEL
- ASTOR HOTEL





1 1/2 YEARS FROM NOW

- THOMPSON HOTEL
- FINVARB GROUP



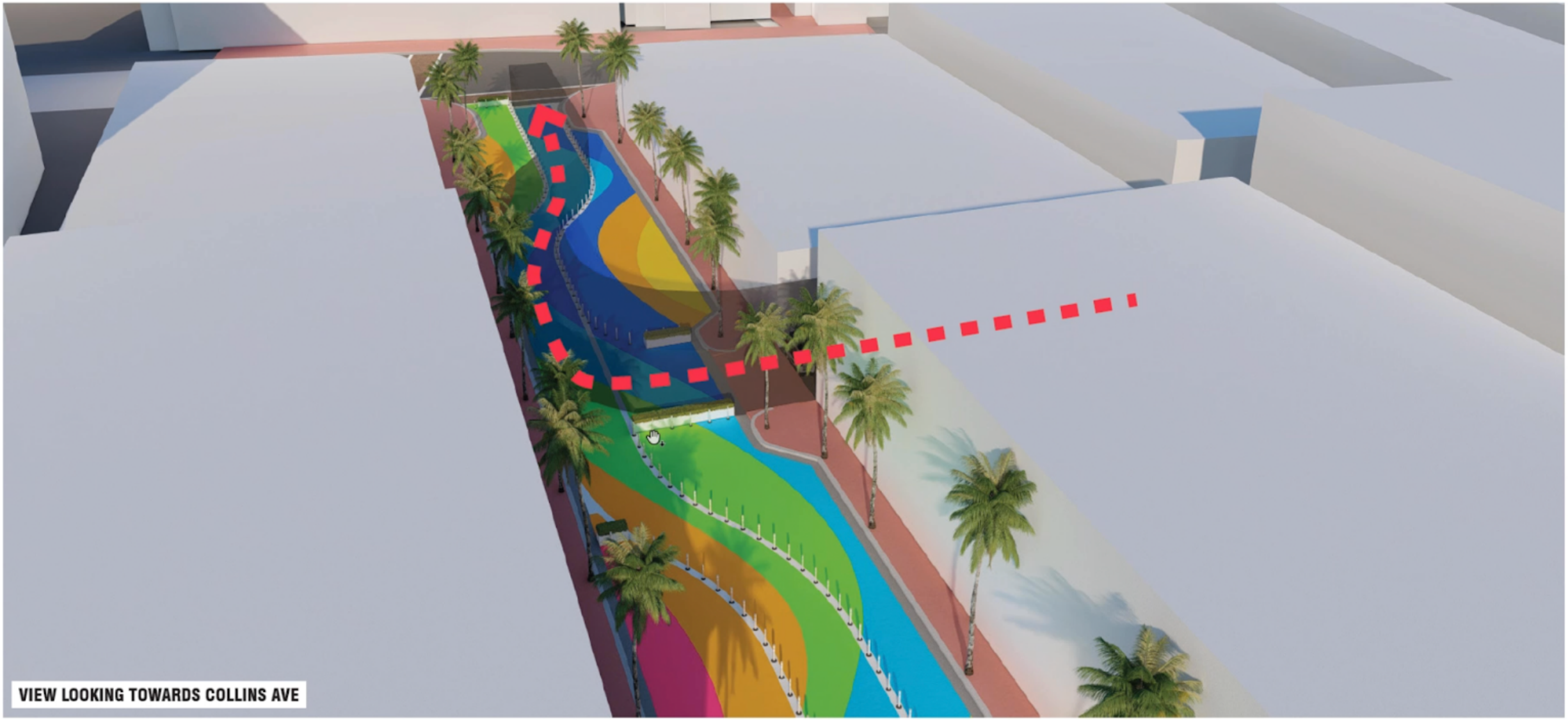
2 1/2 YEARS FROM NOW

URBIN HOTEL

- READY FOR A SHOVEL
- LOCATION VENTURES

NEW ESPANOLA WAY EAST





Española Way Between Washington and Collins Ave



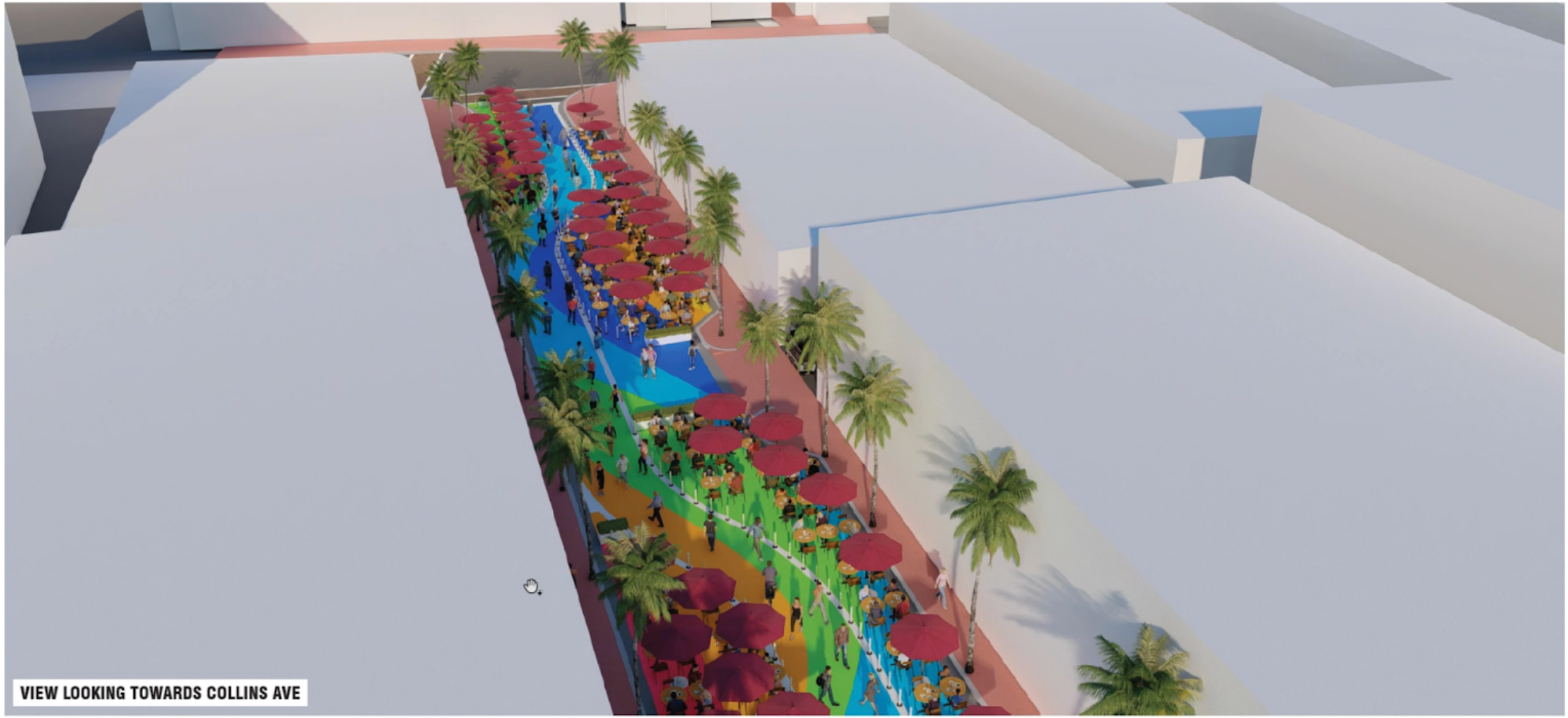
Española Way Between Washington and Collins Ave



Española Way Between Washington and Collins Ave



Española Way Between Washington and Collins Ave



Española Way Between Washington and Collins Ave

Española Way Between Washington and Collins Ave

BBQ FESTIVAL
WAVE / MAC CLUB
DUCE
FOOD NETORK

WORKING





- CONTEST
- FOOD & WINE
- HOME FEELING

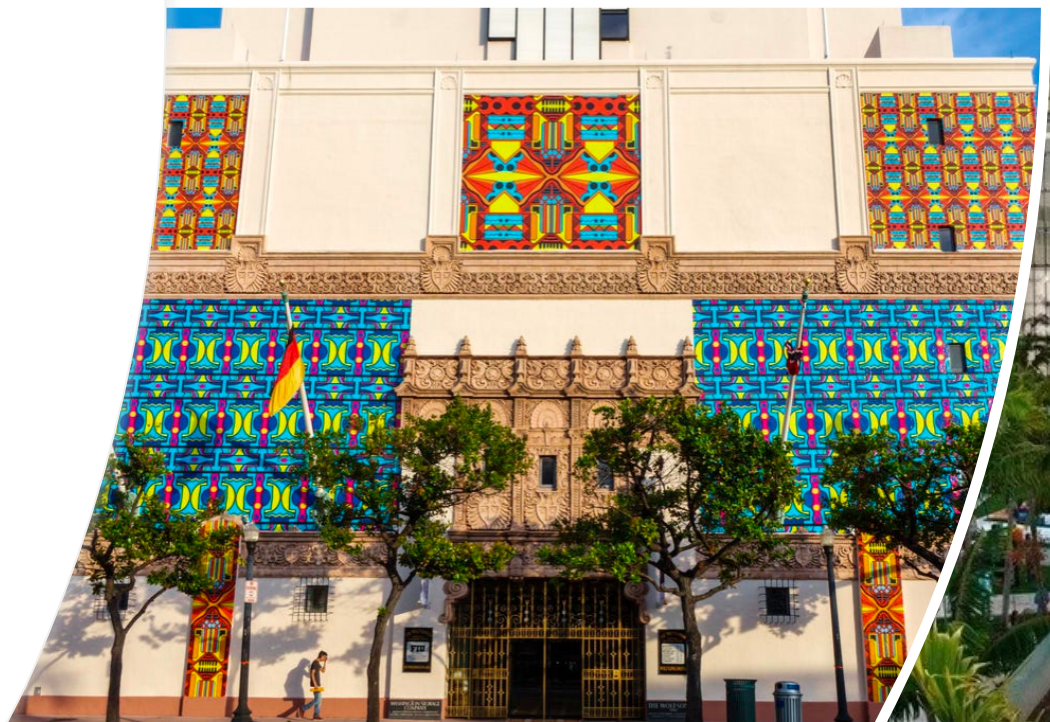
re-DISCOVER WASHINGTON AVENUE



re-DISCOVER WASHINGTON AVENUE









re-DISCOVER WASHINGTON AVENUE









re-DISCOVER WASHINGTON AVENUE









WAVE MURAL











re-DISCOVER WASHINGTON AVENUE







re-DISCOVER WASHINGTON AVENUE









AWARD WINNERS

- 1ST PAN VINO - Casual Italian
- 2ND 11th Street Diner – Casual comfort

re-DISCOVER
WASHINGTON AVENUE





LIVE MUSIC IS BACK!

re-DISCOVER WASHINGTON AVENUE

