



WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT ANNUAL MEETING

May 14, 2026



Marc lawrence
Saul Gross
Heather
Lauren

May 14, 2026



Meeting started at 2:01 – 3:08

**No planters, go with sculptures in median – meet
with the wolfsonion, saul about who could help**

**Shame people who have not paid – send assessment
on who owes**

May 14, 2026



BIKINI OUTLET



**MARCH
PROMO**



SPRING BREAKERS

**WELCOME TO
WASHINGTON AVENUE
MIAMI BEACH**

WASHINGTON AVENUE BID

**MARCH
SHORT**



**WASHINGTON
AVENUE WELCOMES
ULTRA**



**WASHINGTON AVENUE
5TH - 17TH STREET**





THE OFFICE OF THE MAYOR AND COMMISSION INVITE YOU TO
STREET NAMING CEREMONY
IN MEMORY OF



Naomi Wilzig

Monday, April 6 at 10 am

12 Street & Washington Avenue

MIAMI BEACH

Proclamation



The Miami-Dade County Office of the Mayor and Board of County Commissioners

Whereas: Miami-Dade County takes pride in paying homage to the memory of individuals whose various accomplishments contributed greatly to the enrichment and betterment of our community; and

Whereas: Naomi Wilzig was known as an extraordinary woman who was deeply rooted in her heritage, unafraid to push boundaries, and remembered as a visionary cultural leader, collector, and preservationist, whose life and work reflected both a deep commitment to her Jewish heritage, and a bold dedication to artistic expression while being a woman who embodied the values of family, philanthropy, education, and cultural preservation; and

Whereas: In a testament to her generosity and faith, Ms. Wilzig was a devoted philanthropist, active member of the Jewish community, supported numerous Jewish causes, was the founder of Haskalah Hospital in Jerusalem, and South Beach, and

Whereas: Widely recognized as the founder of the World Erotic Art Museum (WEAM) in Miami Beach, Ms. Wilzig sought to challenge stigma, encourage dialogue, and present erotic art within its historical and cultural context, advocating for a broader understanding of human expression; and

Whereas: To recognize the lasting legacy of Ms. Wilzig, a trailblazer who embraced bold ideas and lived unapologetically, 12th Street & Washington Avenue will now be named Naomi Wilzig Street in her memory.

Now Therefore: BE IT RESOLVED, THAT I DANIELA LEVINE CAVA, MAYOR OF MIAMI-DADE COUNTY, CHAIRMAN ANTHONY RODRIGUEZ AND THE MEMBERS OF THE BOARD OF COUNTY COMMISSIONERS, ON BEHALF OF MIAMI-DADE COUNTY AND THIS COMMUNITY, do hereby proclaim Monday, April 6, 2026, as

Naomi Wilzig Street Day

In Observance: I call upon the good people of Miami-Dade County to join me in honoring the life of Naomi Wilzig, and
Thereof: commemorating her valuable contributions that have helped position Miami Beach as a destination for unique cultural experiences.

Victor Lopez
Victor L. Lopez
Commissioner
District 1

Anthony Rodriguez
Anthony Rodriguez
Chairman
District 6



Anthony Rodriguez
Chairman

Daniela Levine Cava
Mayor

Controlled Value Zones
Beautification Planters
Art Insert Displays

Build “Controlled Value Zones” - Keep What's there about change focus

“We should focus on the evening economy first—roughly 6PM to 10PM—where dining, experience, and early nightlife intersect. That gives us the fastest path to changing perception while still supporting the corridor’s existing strengths.”.

Break it into **intentional zones with economic identity**

Example:

5th–8th → Cultural / Art / Café Zone

- Galleries, daytime activation, coffee, light retail

9th–12th → Dining + Experience Zone

- Restaurants, immersive experiences, tastings

13th–17th → Entertainment / Nightlife Zone

- Clubs, live music, late-night

CORE OBJECTIVE

- Establish Washington Avenue as a **Dining + Experience destination**
- Focus on **6PM–10PM (Evening Economy)**
- Create **consistent weekly activity**, not one-off events

“We should begin immediately with a light rollout so we can build momentum while traffic is still active. That allows us to enter the summer with a system already in place, refine it during the slower period, and scale it in the fall.”

THE RULE

Each restaurant should offer **ONE** clear, easy-to-understand incentive tied to time.

Example:

- **\$35–\$45 Dinner Special**
- **App + Entrée OR Entrée + Drink**

Drink + Food Pairing

Example:

- “Any entrée + signature cocktail = \$30”
- “Free glass of wine with dinner before 8PM”

Time-Based Incentive (very important)

Example:

- “Order before 7PM → free appetizer”
- “6–8PM → dessert included”

Dessert Hook

Example:

- “Show your dinner receipt → 20% off dessert”
- “Buy dessert, get coffee free after 8PM”

Signature Dish Highlight

Example:

- “Chef’s Featured Dish – Tonight Only”

3 Simple Options

“For Washington Avenue Evenings, just choose ONE of these:

1. **Pre fixe dinner**
2. **Free add-on (appetizer or dessert)**
3. **Dinner + drink pairing”**

All participating restaurants offer something special between 6–8PM”

BEAUTIFICATION

PLANTERS POCKETS

Washington Avenue's future may depend on STOPPING others from attempting to recreate old South Beach and instead become: the most emotionally layered, walkable, cultural hospitality corridor in Miami Beach.

And strangely enough?

The avenue's imperfections may help it achieve that IF they are controlled instead of neglected.

A DIFFERENT COLOR PLANT EVERY 4 BLOCKS

FEATURE / GATEWAY PLANTERS

At:

- 5th
- 7th
- 11th / 12th
- 14th
- Lincoln Rd

Suggested:

- 60"–84" long
- 30"–42" wide
- 36"–48" high

These create:
presence.

Especially with uplighting.



BACKLIT ART INSERTS

Backlit art inserts immediately change that perception.

By installing curated illuminated art displays in vacant windows, Washington Avenue can create a more emotionally engaging and visually consistent corridor while properties await tenants. The lighting adds warmth, activity, and perceived safety at night. The artwork creates walkability, encourages social media sharing, and transforms dead space into an asset instead of a liability.

Most importantly, people respond emotionally to atmosphere before they respond economically. If the avenue feels cared for, active, artistic, and alive, it changes how visitors, residents, brokers, and future businesses perceive the district.

The goal is not simply to hide vacancies.

The goal is to make Washington Avenue feel intentional, curated, and globally relevant even during transition.



INCOME STATEMENT		Mar 2026
Revenue		
Uncategorized Income		\$124
Gross Profit		\$124
Expenses		
Ask My Accountant		\$2,822
General & Administrative		
Bank Charges & Fees		\$35
Dues & subscriptions		\$58
Legal & Professional Services		\$940
Meals & Entertainment		
Meals & Entertainment		\$231
Office Equipment		\$18
Office Supplies & Software		\$1,388
Rent & Lease		\$2,431
Travel		\$90
Utilities		
Utilities		\$232
Total General & Administrative		\$5,423
Payroll Expenses		
Taxes		\$765
Wages		\$10,000
Total Payroll Expenses		\$10,765
Program Services		
Program & Community Events		
Advertising/Promotional		\$751
Social Media		\$165
Event insurance		\$242
Contractors		\$2,748
Total Program & Community Events		\$3,906
Rent & Lease		\$190
Total Program Services		\$4,096
Total Expenses		\$23,107
Operating Profit		(\$22,983)
Net Income		(\$22,983)

INCOME STATEMENT		Apr 2026
Revenue		
Assessments		\$20,795
Gross Profit		\$20,795
Expenses		
General & Administrative		
Bank Charges & Fees		\$95
Dues & subscriptions		\$758
Legal & Professional Services		\$940
Meals & Entertainment		
Meals & Entertainment		\$397
Mileage/tolls and gas		\$40
Office Equipment		\$21
Office Supplies & Software		\$1,010
Travel		\$182
Utilities		
Cable & Internet		\$454
Total General & Administrative		\$3,896
Payroll Expenses		
Taxes		\$765
Wages		\$10,000
Total Payroll Expenses		\$10,765
Program Services		
Program & Community Events		
Advertising/Promotional		\$643
Social Media		\$142
Event Supplies		\$27
Taxes & Licenses		\$61
Transportation rental		\$582
Contractors		\$2,600
Total Program & Community Events		\$4,054
Rent & Lease		\$2,550
Total Program Services		\$6,604
Supplies and Materials		\$14,066
Total Expenses		\$35,331
Operating Profit		(\$14,536)
Net Income		(\$14,536)

GO BOND

You requested direction on using \$10M GO Bond

No one has recently received money

ANNUAL MEETING

THURSDAY - JULY 9, 2026

ELECTIONS

- **New Board Members - Letter**
- **Open Floor Input what we need next**

NEW EXECUTIVE BOARD

- **Gavin Crescenzo — Treehouse**
- **Dillion Sawyer — Moxy Hotel**
- **Akshay Moza — WPH/ La Terraza**

Need one more

New on the wave

- **Kung fu**
- **Nake Tomatoe**
- **Le Nicobanos**
- **Lounge Former Liquid 90's
& 2000's**
- **Cheesesteak**



Le Nicobanos



Naked Tomato



La Juanita

WHERE
EVERY



TELLS
A STORY

100 FREE SANDWICHES

MARCH 21ST 6PM
MIAMI BEACH



酥脆
鸡柳

功夫鸡



One per person, first come first served.





**IT'S OKAY TO BE GREAT
MURAL**

FIND IT ON 14th & WASHINGTON AVE.

**Take your photo.
Represent your country.**





WELCOME TO WASHINGTON AVENUE

"LOVE IS SUCH A BEAUTIFUL THING"

WASHINGTON
HISTORICAL SOCIETY
WAVE HISTORY
WASHINGTON HISTORICAL SOCIETY
1010 1ST AVE NW
SEATTLE, WA 98107
TEL: 206.462.1000
WWW.WASHINGTONHISTORICALSOCIETY.ORG

YORT

HUMAN TRAFFICKING **SUMMIT**

FRIDAY, MAY 15 | 11 AM - 1 PM
LOEWS MIAMI BEACH HOTEL

1601 Collins Ave, Miami Beach, FL 33139



Monica Matteo-Salinas
Miami Beach Commissioner



Katherine Fernandez Rundle
Miami-Dade State Attorney

REGISTER HERE: <https://forms.cloud.microsoft/g/u2t6qQWVvW>



A hand is pouring a clear, bubbly liquid from a silver can into a glass filled with ice cubes and a slice of lime. The background is dark with colorful bokeh lights in shades of blue, green, and yellow. The word "BARLOOZA" is written in large, bold, white capital letters at the bottom of the image.

BARLOOZA

become america's best bartender
Washington Avenue - Miami Beach
October 2026

Events

- Duce
- Barlooza
- Halowave
- Vibration

4th of July



A large, multi-colored neon sign for 'MAC'S CLUB DEUCE BAR' is mounted on a building facade at night. The sign is composed of three lines: 'MAC'S' in red neon, 'CLUB DEUCE' in green neon, and 'BAR' in red neon. The letters are thick and three-dimensional. To the right, a portion of another neon sign is visible, showing the word 'CLUB' in red and green. Below the main sign, a dark awning with the text 'MAC'S CLUB DEUCE' in gold lettering is partially visible.

MAC'S
CLUB DEUCE
BAR

100 YEAR
ANNIVERSARY
SEPTEMBER 5TH
BLOCK PARTY

OPTIMISTIC 2026!







RESIDENTIAL

APRIL 22, 2026

KIOSK REVENUE

Requests that the BID receive a share of the advertising revenue generated by kiosks located within our district.

Under that structure:

- IKE Smart City sells the advertising on the kiosks.
- The City receives 40% of gross advertising revenue.
- 25% of the City's share is allocated to special districts where the kiosks are located.
- Roughly 10% of the total gross kiosk advertising revenue flowing back to the districts that host and support the infrastructure.

Washington Avenue receive between 10% and 20% of the gross advertising revenue generated by kiosks

SUMMER INTERNS