

ANNUAL REPORT – AUGUST 2020



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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.

MESSAGE FROM EXECUTIVE DIRECTOR

DEAR WASHINGTON AVENUE BID PARTNERS & FRIENDS

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 and Miami Beach.

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.

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 activities and safety. Within the first year we were able to install lighting, create multiple activities ,entertainment and outlined a safety plan that connects all 300 businesses.

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

Sincerely,

EXECUTIVE SUMMARY

How was life 1 year ago and how has it improved so progressively?

The Washington Avenue Business Improvement District's (BID) success is 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 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 Ambassadors, created marketing opportunities and the Miami Beach Live Music & Art Series. The Series is offered the 3rd Thursday of each month at 12 locations with a diversity of Latin, Reggae, Rock, R & B, Blues, Jazz, Comedy, Spoken Word. In collaboration, the BID created the WAVE Wine & Beer Taste at 15 hotels, restaurants and bars that focused on local, domestic and international flavors. To date, the Series attracted thousands locals and tourists

The BID Lit the median palm and poinsettia trees with beautification lighting along Washington Avenue between 5th – 17th. The lighting added instant appeal, a feeling of safety and a sign of positive change evident by the increased number of parents and children.

The BID created a "WAVE CARD" that allows locals to receive a 20% discount on all purchases and tourist 5%-20% off. To build social media efforts we created a bi-monthly newsletter that went from 0 to 12,000 people on our database, and 5,429 on Instagram within a few months. The newsletter features businesses, promotes specials, involve the community, attract tourists, and market events planned on Washington Avenue.

To maintain a relationship with property the BID created an information database for 110 property owners to stay up to date on current concerns and opportunities. In addition, an information link for 300 businesses business owners. In conjunction with the City of Miami Beach together we created a Pop-Up Program to offer vacant spaces for a minimum investment to entrepreneurs. Through a partnership with the Florida Atlantic University Business Masters course, the BID offered marketing ideas and suggestions. The BID's leadership assisted business and property owners with permits, licenses, relationships, marketing, promotion, management, sanitation.

CONTINUED EXECUTIVE SUMMARY

The BID hosted Hallowave a Halloween spectacular that attracted over a thousand women children and families. The event featured 24 superheroes, like Superman, Batman, Moana, Elsa, and dinosaurs. The bid placed two on each block from 5th to Lincoln Road. Each child trick or treat along the 1-mile stretch of the WAVE. The gathering was one of the largest Washington Ave.

In conjunction with the City of Miami Beach we created a Pop-Up Program to offer vacant spaces for a minimum investment to entrepreneurs. The Pop-ups created unique artwork and ambiance at restaurants, and hotels that attracted art enthusiast. Each venue that participated saw a major uptick in business based on the previous time of years.

The BID On February 2nd, 2020 Miami kicked off Superbowl IV fan parties The event offered a diversity of live music inside 12 locations each day for 3 days. The event also featured a WAVE Wine & Beer Taste Party Thursday, January 30th at 15 locations to kick off the Super Bowl experience.

To build social media efforts we created a bi-monthly newsletter that went from 0 to 15,000 people on our database, and 5,429 on Instagram within a few months. The newsletter features businesses, promotes specials, involve the community, attract tourists, and market events planned on Washington Avenue.

To maintain a relationship with property the BID created an information database for 110 property owners to stay up to date on current concerns and opportunities. In addition, an information link for 300 businesses business owners. A What's App was created to keep businesses in constant contact, receive up to date information and advisories.

Through a partnership with the Florida Atlantic University Business Masters course, the BID offered marketing ideas and suggestions. The BID's leadership assisted business and property owners with permits, licenses, relationships, marketing, promotion, management, sanitation.

In spite of our limited budget due to a lack of payments by some property owners, the BID successfully Lit the median, created 14 events, a website, 15,000-person database, WAVE card, Newsletter, and modified streets. More importantly prior to the pandemic, we witnessed a 15% increase in pedestrian traffic, a 20% decrease in vacancies and a fresh appeal on the internet worldwide.

Our objective for Washington Avenue Business Improvement District (BID)'s is to preserve, stabilize, and improve Washington Avenue and make it unlike any other place in the world.



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. Specifically, we hosted a Miami Beach Live Music & Art Series that concentrated on a diversity of music including Latin, Rock, Reggae, Blues, Jazz, Comedy and Spoken Word. In collaboration, we launched a WAVE Wine & Beer Taste that featured local, domestic and international flavors.

BUSINESS ENTREPRENEURSHIP

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. Each month the BID host a WAVE Business Breakfast and quarterly Executive Business Networking event to build relationships.

SANITATION

The Washington Avenue Business Improvement District is very involved in community activities to allow the cities 92,000 residents to actively be engaged. We participate in the Arts, Chamber, Community & social group activities to here their concerns as well as create community minded events. Through our Ambassador program we provided sanitation, directions & friendly services. Our biggest objective is to provide a safe and secure environment in our community.

ACCOMPLISHMENTS

WASHINGTON AVENUE BID Annual report 8/2020 | 8

WITHIN THE FIRST YEAR

- Lit the entire median on Washington Avenue between 5th – 17th with decorative lighting. Property owners, city officials, and the community gathered for the ceremonial beautification lighting of palm and poinsettia trees along the median from 5th to 17th. The lighting allowed locals and tourist to feel safe.
- Increased pedestrian walking traffic by over 15%
- Decreased vacancies by 20%
- Hosted 12 Washington Avenue Business Owners Breakfast with an average attendance of 25 Owners.
- The 3rd Thursday of each month the BID hosted a Live Music & Art Series at 12 locations. (Latin, Reggae, Rock, R & B, Blues, Jazz, Comedy, Spoken Word)
- Created a Pop-Up Program with the City of Miami Beach to offer spaces for a minimum investment.
- The BID launched a WAVE Card that allows residents to receive a 20% discount at participating restaurants and 5%-20% off on retail. The Card also allows tourist 5%-20% off.
- Each month the BID sends a bi-monthly newsletter over 15,000 people on our database. The newsletter promotes businesses, involve the community, attract tourists, and market events planned on Washington Avenue. The list grew from 0 – 15,000 in less than 12 months.
- Created a communication system for all business owners to communicate in case of an emergency or to receive important updates.
- Launched an Ambassador program that allowed locals and tourist to receive friendly direction, advice and support our sanitation efforts.

ACCOMPLISHMENTS

WASHINGTON AVENUE BID Annual report 8/2020 | 8

WITHIN THE FIRST YEAR

- Halloween spectacular that attracted over 1200 women children and families. The event featured 24 superheroes, like Superman, Batman, Moana, Elsa, and dinosaurs.
- Executive Networking Event – a VIP only event. Out of the 107 executives invited 115 attended. The goal was to create future partnerships for advancement of the WAVE.
- .
- Created a Pop-Up Program with the City of Miami Beach to offer spaces for a minimum investment.
- .



1234

ALEX PRIO
801-875-3148
alex@alexpr.io

AMIAV
Architectural
Modeling
Interior Architecture

THE WAVE AT NIGHT

THE WAVE

3 WINE & BEER TASTE

VIDEO LINK

[https://
www.youtube.com/
watch?v=gaG0pDy-GSc](https://www.youtube.com/watch?v=gaG0pDy-GSc)



 WASHINGTON
AVENUE BID

ALL IN ONE NIGHT

WAVE

**WINE & BEER
TASTE**

3rd | THURSDAYS

LOCAL, DOMESTIC & INTERNATIONAL FLAVORS

12 TASTES
15 LOCATIONS
6:00 pm - 9:00 pm

5th - 17th WASHINGTON AVE
MIAMI BEACH

ONLY \$10
RSVP

 SCAN ME

WASHAVEMB.COM
@MIAMIBEACHWAVE



 WASHINGTON
AVENUE BID

MIAMI BEACH
WASHINGTON AVENUE

**BEER &
WINE
TASTE**

THIRD THURSDAY OF
EVERY MONTH
6:00 PM-9:00 PM

15 WINE, BEER, AND LIVE MUSIC
LOCATIONS OVER A 1 MILE STRETCH ON
WASHINGTON AVENUE, MIAMI BEACH



ALL IN ONE NIGHT

WAVE

CELEBRITY WINE & BEER TASTE

THURSDAYS | NOV 21st

DWAYNE WADE
KEVIN O'LEARY
SARAH JESSICA PARKER
BRAD PITT &
ANGELINA JOLIE
FERGI



12 TASTE 15 LOCATIONS

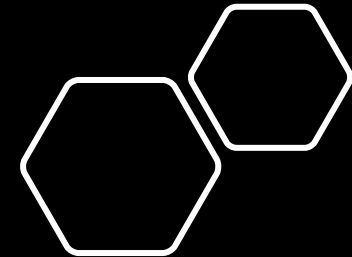
6:00pm - 9:00pm

1234 Washington Ave Miami Beach, FL 33139
5th - 17th & Washington

ONLY \$10
RSVP
EVENTBRITE



WASHAVEMB.COM
@MIAMIBEACHWAVE



THE WAVE

LIVE MUSIC & ART SERIES

VIDEO LINK:

[https://
www.youtube.co
m/watch?
v=gaG0pDy-GSc](https://www.youtube.com/watch?v=gaG0pDy-GSc)



 WASHINGTON
AVENUE BID

ALL IN ONE NIGHT

MIAMI BEACH

**LIVE MUSIC
S E R I E S**

3rd | THURSDAYS

ROCK, LATIN, JAZZ
REGGAE, R&B, POP
BLUES, COMEDY &
SPOKEN WORD

15 LOCATIONS 1-MILE 5th - 17th
WASHINGTON AVE.
MIAMI BEACH

FREE WASHAVEMB.COM @MIAMIBEACHWAVE



LIVE MUSIC



MIAMI BEACH

WASHINGTON AVENUE

LIVE MUSIC & ART SERIES

3RD THURSDAY OF EACH MONTH
6:00 PM – 9:00 PM

WINE & BEER TASTE
15 LOCATIONS

July 18th
August 15th
September 19th
October 17th
November 29th
December 5th
January 16th

RSVP - WASHAVEMB.COM

HALLOWAVE

HALLOWAVE



24 SUPERHEROES
TRICK OR TREAT 1-MILE



THURSDAY OCTOBER 31st 2019
SUPERHEROES 5:00 PM - 9:00 PM
DOG CONTEST 6:30 PM - 7:30 PM

RSVP: EVENTBRITE - HALLOWAVE
1234 WASHINGTON AVENUE
MIAMI BEACH

WASHAVEMB.COM
@MIAMIBEACHWAVE



Executive Networking



SURROUND YOURSELF WITH SUCCESSFUL PEOPLE

WAVE NETWORK & COCKTAILS



MEET
INVESTORS
PROPERTY OWNERS
DEVELOPERS
BUSINESS OWNERS
ENTREPRENEURS
SUPER BOWL

NOV 21st 5:30pm - 9:00pm
Poseidon Greek Boutique Restaurant
1131 Washington Ave
Miami Beach, FL 33139

THE WAVE

COMPLIMENTARY DRINK & APPETIZERS

\$15 RSVP

ART BASEL



MIAMI BEACH WAVE LIVE MUSIC & ART SERIES PRESENTS

WAVE ART SERIES

WINE & BEER TASTE

\$25 - 12 TASTE ON WASHINGTON AVE FROM 5th - 12th

SAT. DEC. 7TH 8-11:00 PM

WASHAVEMB.COM

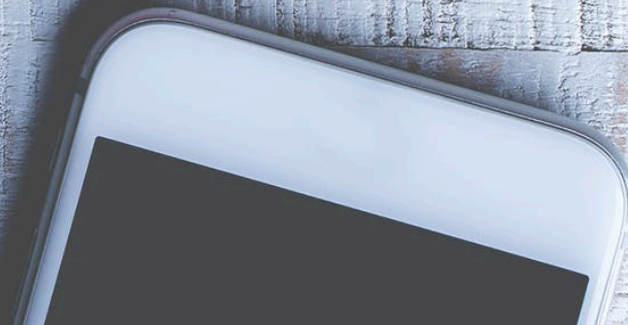


SUPERBOW LLIV

FAN PARTIES – 2 NIGHTS



WHAT'S APP



THE WAVE

5 - BUSINESS OWNERS BREAKFAST

IT'S TIME FOR OUR MONTHLY
**BREAKFAST
CATCH-UP!**



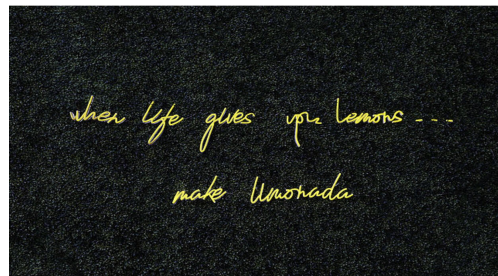
8:30 AM - APRIL 11, 2019
BABYLON MIAMI BEACH
560 WASHINGTON AVE
\$5 PER PERSON, BREAKFAST INCLUDED

CONFIRM ATTENDANCE WITH LAURA
LAURA@WASHAVEMB.COM

MONTHLY WASHINGTON AVENUE BUSINESS OWNERS BREAKFAST THURSDAY, AUGUST 29 8:30AM-10:00AM

Limonada
bar • brunch

825 WASHINGTON AVENUE, MIAMI BEACH, FL 33139



RSVP TO JACLYN@WASHAVEMB.COM OR 305-916-0779

WASHINGTON
AVENUE'S
MONTHLY
BUSINESS BREAKFAST

THURSDAY, MAY 23, 2019
8:30AM-10AM
BOLIVAR RESTAURANT
841 WASHINGTON AVENUE
MIAMI BEACH
COMPLIMENTARY BREAKFAST!

RSVP
TO JACLYN@WASHAVEMB.COM



WASHINGTON AVENUE BID

YOU'RE INVITED!

WASHINGTON AVENUE
BUSINESS OWNERS
MONTHLY BREAKFAST

DATE: THURSDAY, JUNE 27TH
TIME: 8:30AM-10:00AM
LOCATION: BISCAYNE COWBOYS
1334 WASHINGTON AVE
MIAMI BEACH, FL 33139



RSVP - JACLYN@WASHAVEMB.COM or CALL/TEXT 305-916-0779

*BUSINESS OWNERS
MONTHLY BREAKFAST*

DATE: JULY 25TH
TIME: 8:30AM-10:10AM
LOCATION: BELLA CUBA

1659 Washington Ave
Miami Beach, FL 33139



WASHINGTON AVENUE BID

#CATCHTHEWAVE

RSVP Jaclyn@washavemb.com or 305.916.0779

PROPERTY OWNER

John Brandt

My father was approached by two want-to-be club operators in New York who wanted to do a [Studio 54](#) nightclub concept in one of our Times Square area locations. My father told them he had no interest in turning his theatre into a nightclub. He had very successful businesses in New York, but he had a fabulous art deco theatre space on Washington Avenue in Miami Beach that had been sitting empty for 6 years. He suggested, you may want to fly down and look at the space because I believe it would be perfect for a nightclub. He said, I think you will think the same thing once you visit it.

The New York prospective club operators flew down that weekend, took a huge 1982 video camera, stayed for several hours, flew back to New York and met my father that Monday. In the meeting, they said “The good news is we really love the space and we’d like to do a nightclub, the bad news is we can't give you much of a security deposit because we need to spend the majority of our money to convert it into a nightclub.





BUSINESS OWNER

THE BEGINNING

"In High School, I was a dual enrollment student. I grew up with only a Mom that was very strict. My father was [Judy Garland's](#) producer, and he passed away when I was 2. Then I went to college for chemistry even though I wanted to do anatomy, as I fell in love with my teachers, and it's what my mother wanted me to do, and I wanted to leave home early.

I always thought I fell into teaching and my calling through the path of least resistance, from a place of giving up, but it was really found through my desperation. I was living out of my car, while sleeping in my best friend's bedroom.

My clothes were all in my car, and in garbage bags in her brother's room. I remember going to take my finals, with one shoe and a sneaker.

I had no clue where its match was. I made it by bartending and waiting tables at TGI Friday's, and also teaching aerobics, and spinning at a gym in Aventura, still there today, Olympia Gym.

I was always taught to open my mouth, and ask for what I want, and I talked to my advisor and I ended up getting a full scholarship in a teaching degree called "F.O.C.U.S - Focus for Children in Urban Settings."

I taught at-risk youth, in the inner cities, for two years, for free. I was the only white girl. My educational program created the best teachers, and was the best education ever.



SOCIAL MEDIA





CITY MANAGER OFFICE



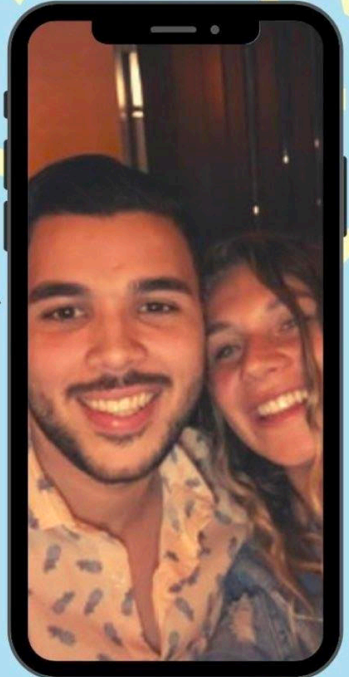
 **Win Dinner On Us!**
MEDITERRANEAN STYLE!



WINNER MUST LIVE ON MIAMI BEACH
PARTICIPATING WASHINGTON AVE
RESTAURANTS ONLY

 **Burger & Fries
Dinner for Two
WINNER**

@SMLIMA13



 **Win a Pizza & Wings On Us!**
WIN DINNER FOR 2!



PIZZA
SALAD
WINGS

WINNER MUST LIVE ON MIAMI BEACH
PARTICIPATING WASHINGTON AVE
RESTAURANTS ONLY
WASHAVEMB.COM

COVID DELIVERY BUSINESS CONTEST



STREET MODIFICATION

- SIDEWALK CAFÉ
- PROTECTED BIKE LANE
- PARKING 1 WAY EACH DIRECTION NORTH & SOUTH

The Most Visited States in the U.S

[Florida](#) is also sometimes referred to as the Sunshine State and is a major tourist attraction due to its various beaches and parks. For example, Amelia Island is home to Fernandina Beach, which has unique features and a charming shrimping village that attracts vast numbers of travelers to the region. Other notable sites in Florida include the Castillo de San Marcos, Walt Disney World, the [Everglades](#), South Beach, and the famous Overseas Highway, which connects the Florida Keys to the mainland.

Rank	Most Visitors
1	California
2	Florida
3	Nevada
4	Texas
5	New York
6	Virginia
7	South Carolina
8	Arizona
9	Georgia
10	Hawaii



What is the top Domestic Tourists destinations in the US?

1. New York City, New York
2. Hawaii
3. Las Vegas, Nevada
4. Orlando, Florida
5. Chicago, Illinois
6. San Diego, California
7. San Francisco, California
8. Key West, Florida
9. New Orleans, Louisiana
10. Washington, DC
11. Seattle
19. Miami Beach, Florida



What they prefer

- Millennials: 58% prefer traveling with friends, 49% book last-minute vacations.
- Family: 42% opt for spring break vacations
- Baby Boomers: 30% opt for a cruise as their vacation choice.
- Gen Z: 55% travelled to increase their knowledge and experience.
- Gen Z: 40% travelled to avoid stress and relax.
- Millennials: 43% want to find themselves. Millennials: 23% want to meet new people
- 51% want to escape normal life and recharge mentally.

America's most popular choice for spending disposable income.

1. Nightlife/dining,
2. Travel was voted America's most popular choice for spending disposable income at 36%.



FOCUS SOLUTION

Friendly confines
Beautify City
Safer

Summary - Target Market
Target cities - New York, Atlanta, Chicago, Texas.
Target Countries - Caribbean

Millennials, Baby Boomers
The short-term future will depend on domestic tourism.
Day trippers
Promote destination 1-3 months in advance.
Required - nightlife, dining, diverse Entertainment, experience.

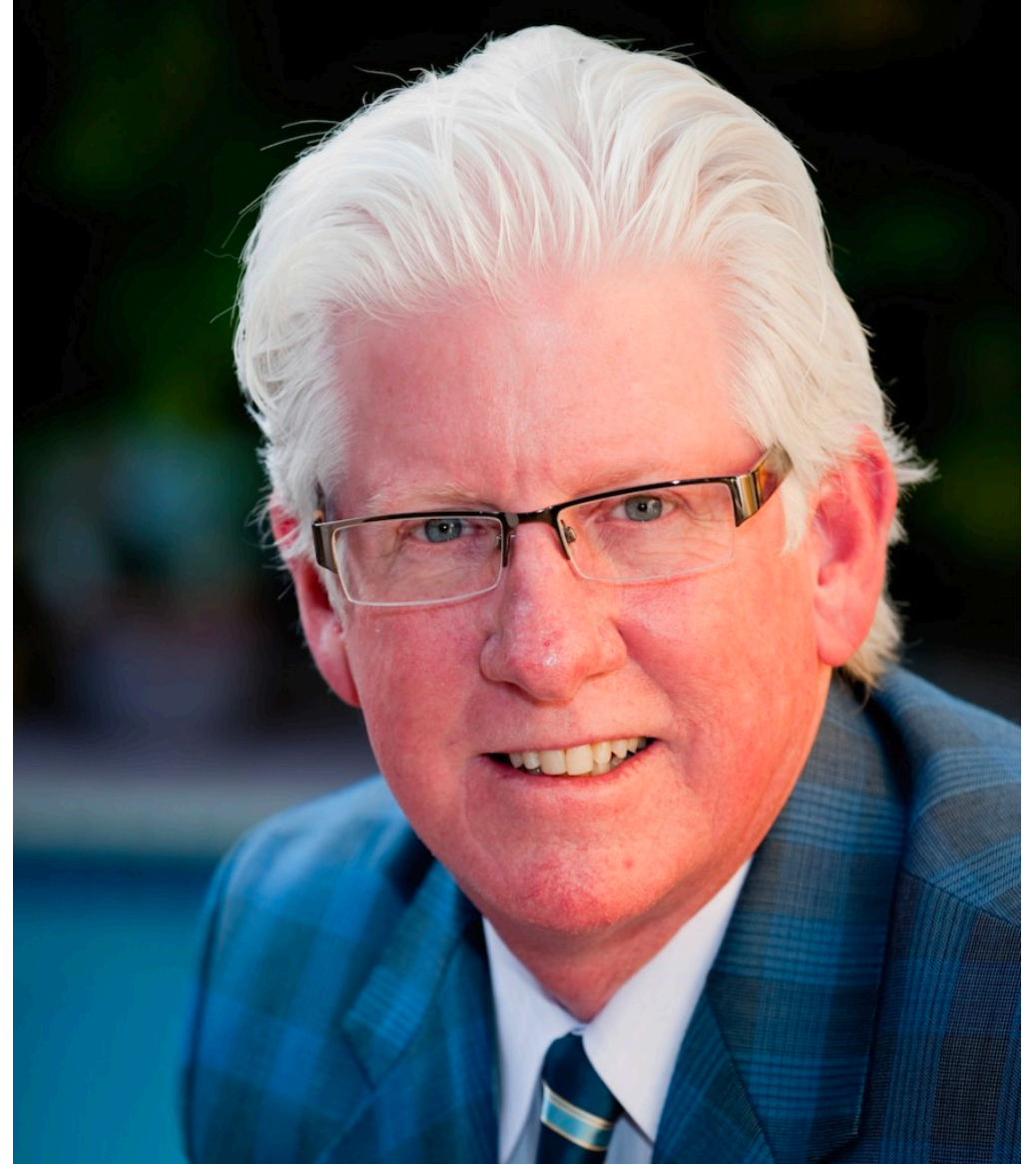
Entertainment

WHAT IS MIAMI BEACH?

WHAT IS WASHINGTON AVENUE?



GOOD
NEIGHBORS





TRICK OR TREAT

5th - 17th St.



HALLOWAVE

DOG COSTUME CONTEST

THURSDAY OCTOBER 31st, 2019

Superheroes: 5:00 pm - 9:00 pm

Dog Costume: 6:30 pm - 7:30 pm

Trick or Treat: 5:30 pm - 9:00 pm

OUR COMPANY
NAME HERE

RSVP: EVENTBRITE - HALLOWAVE

1234 Washington Avenue Miami Beach

RSVP

@miamibeachwave

Washavemb.com



HALLOWAVE

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

THURSDAY OCTOBER 31st, 2019

Superheroes: 5:00 pm - 9:00 pm

Dog Costume: 6:30 pm - 7:30 pm

Trick or Treat: 5:30 pm - 9:00 pm



RSVP: EVENTBRITE - HALLOWAVE

1234 Washington Avenue Miami Beach

FREE

@miamibeachwave

Washavemb.com



HISTORIC WASHINGTON AVENUE



JACKIE GLEESON THEATRE

WASHAVEMB.COM

📷 @MIAMIBEACHWAVE



MUHAMMAD ALI
5th STREET GYM

WASHAVEMB.COM

📷 @MIAMIBEACHWAVE



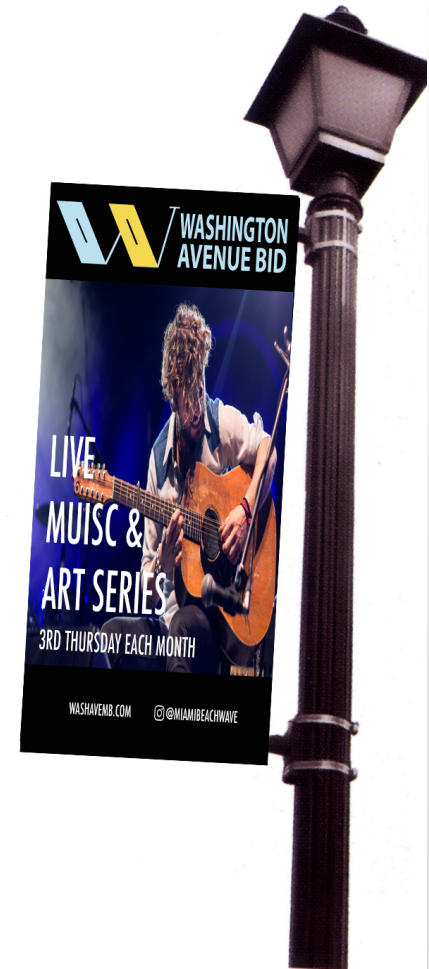
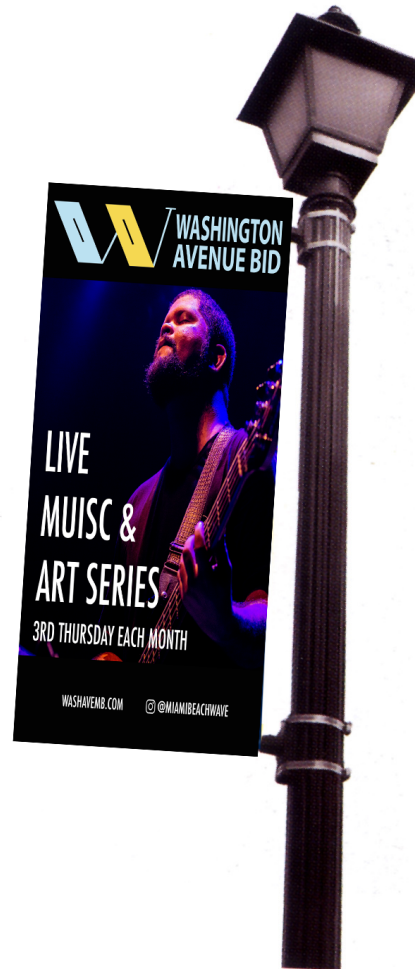
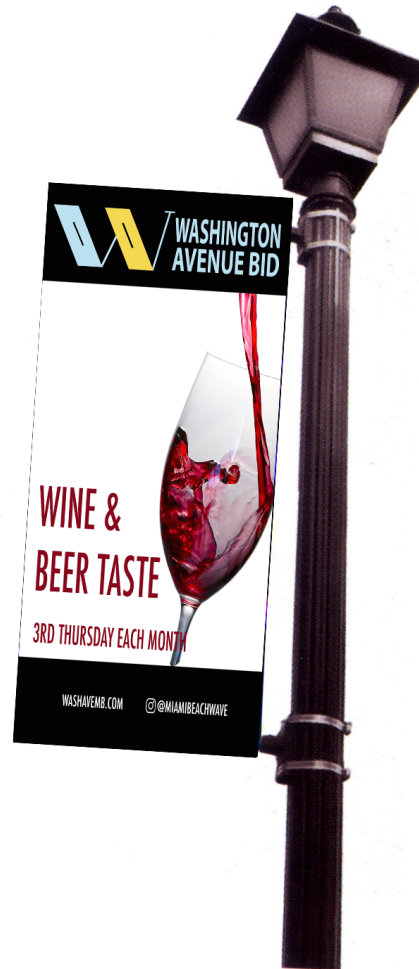
HISTORIC WASHINGTON AVENUE



PRINCE - GRAN SLAM

WASHAVEMB.COM

📷 @MIAMIBEACHWAVE



FILL EMPTY SPACES – MINIMUM EXPENSE



MIAMI BEACH
WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT

OPEN A RETAIL “POP-UP” ON MIAMI BEACH

Property Managers & Real Estate Agents
TUESDAY JUNE 11, 9:30 AM
Wolfsonian 1001 Washington Ave, Miami Beach

Aspiring Business Owners
THURSDAY JUNE 18, 6:00 PM
The WAVE BID 1234 Washington Ave, Miami Beach

RSVP - WashAveMB.com



WASHINGTON
AVENUE BID

OPEN A “POP-UP” ON MIAMI BEACH FREE FOR 90 DAYS

TUESDAY JULY 16TH 6:00 PM
The WAVE BID 1234 Washington Ave, Miami Beach

305-916-0779

RSVP - WashAveMB.com @MIAMIBEACHWAVE

WAVE STREET

14th - Espanola



LED lights on bocks – that will change colors
Change colors (red, blue, green, white)



SOLUTION

- Caribbean Heritage Festival
- Live Music & Art Series
- Barlooza
- WAVE Miami-TV – Social Media



WASHINGTON
AVENUE BID

CARIBBEAN HERITAGE FESTIVAL

Sponsorship Proposal
June 18-20th 2020





ALL 30 CARIBBEAN NATIONS
WILL ATTEND



WASHINGTON
AVENUE BID

16 LIVE MUSIC VENUES

15 ISLAND EXHIBITS

EXPERIENCE

Each day experience Reggae, Salsa, Zook, Reggaeton, Bachata, Merenque and Soca. Culture, Food & Music

CULTURE



The BID will activate restaurants, bars and hotels to offer a diversity of live Reggae, Reggaeton, Salsa, Bachata, Soca, Latin Jazz, Kompa, Zook and Junkanoo.



WASHINGTON
AVENUE BID



3

DAYS OF LIVE
MUSIC &
ENTERTAINMENT

WHAT TO EXPECT?
AUTHENTIC CARIBBEAN
FOOD, DRINKS, ~~ARTISTS~~ DANCING
ISLAND EXHIBITS & DISPLAYS



ALL 30 CARIBBEAN NATIONS
WILL ATTEND



OLD CITY HALL CULTURAL ARTS & CRAFT





RUM “TASTE” GARDEN WASHINGTON ESPANOLA



Adobe Stock

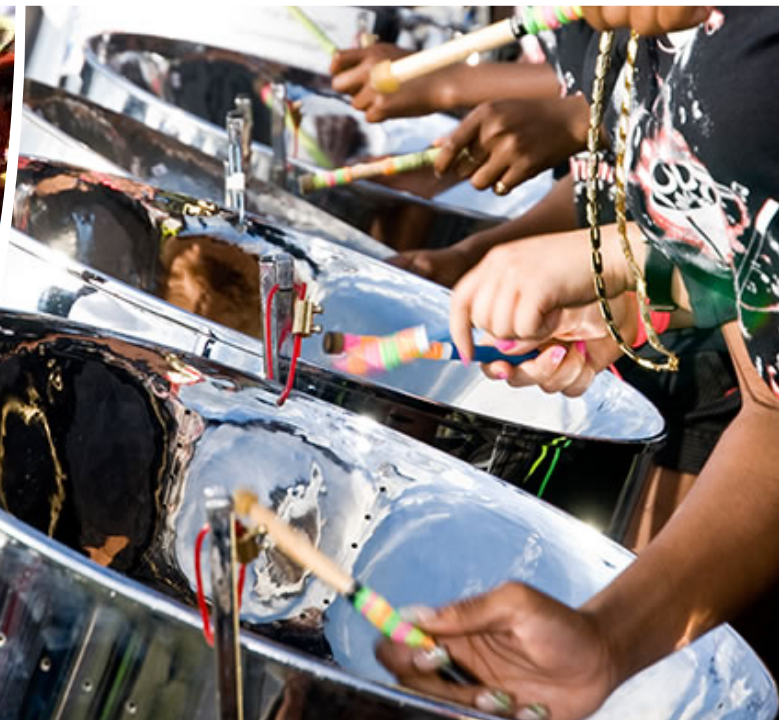
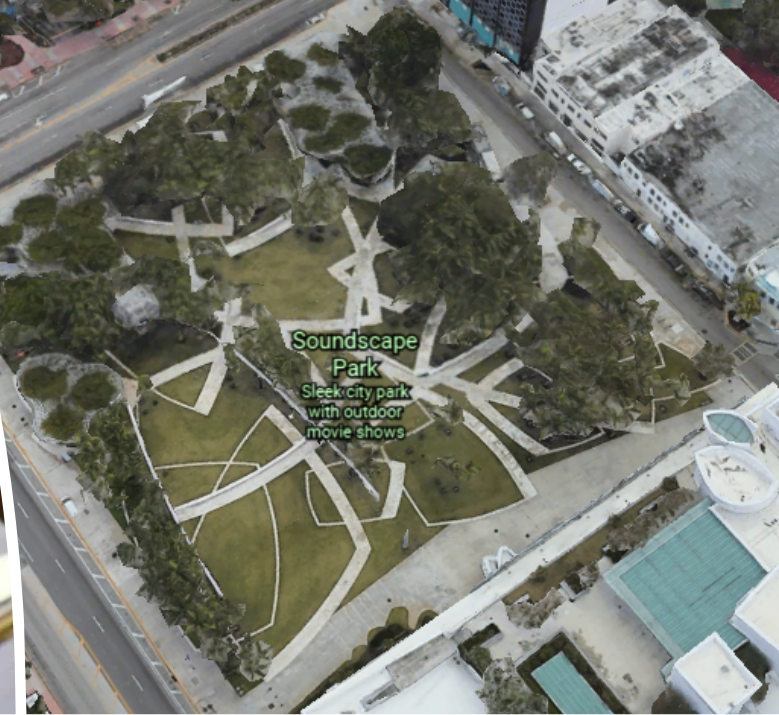


CALLE ISLAND FOOD COURT





AUTHENTIC MUSIC & DANCE





BAR LOOZA

National Bartender Competition

WELCOME TO MIAMI BEACH



WHAT TO DO

HOTEL, RESTAURANT,
RETAIL - INSERT





WASHINGTON
AVENUE BID

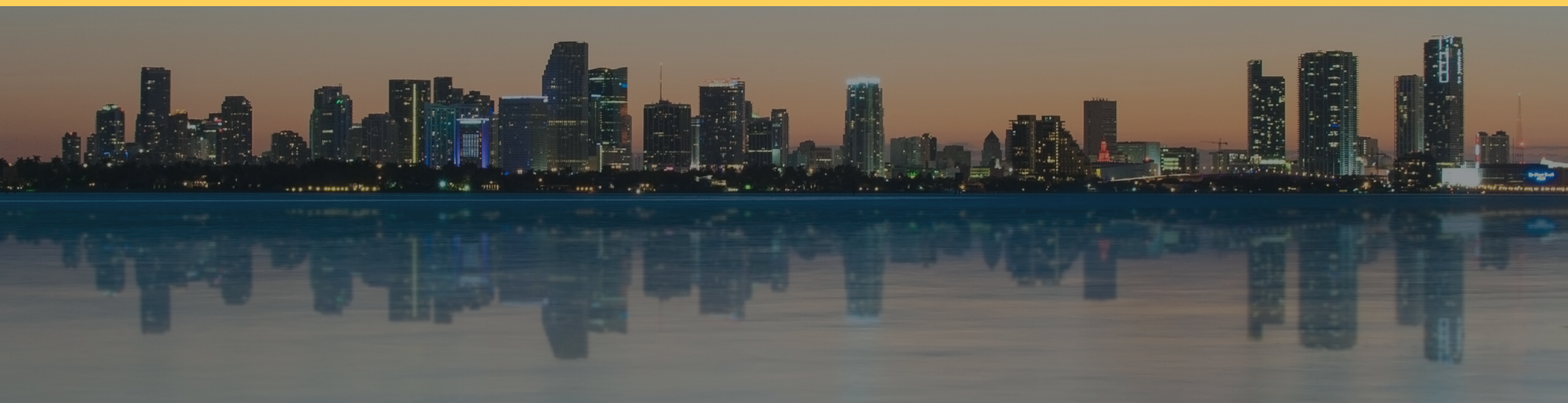
CARIBBEAN HERITAGE FESTIVAL PACKAGES

WAVE RIDER

ISLANDER

NEW WORLD

PIRATES



RECOVERY

Where do Americans like to go?

1. Orlando, Florida - **Visitors in 2018:** 75 million
2. New York City - **Visitors in 2018:** 65.2 million
3. Chicago, Illinois - **Visitors in 2018:** 57.6 million
4. Atlanta, Georgia - - **Visitors in 2018:** 53 million
5. Los Angeles, California - **Visitors in 2018:** 50 million
6. Dallas-Fort Worth, Texas - **Visitors in 2018:** 49 million
7. Philadelphia, Pennsylvania - **Visitors in 2018:** 43.3 million
8. Las Vegas, Nevada - **Visitors in 2018:** 42.1 million
9. Seattle, Washington - **Visitors in 2018:** 40.9 million
10. San Antonio, Texas - **Visitors in 2018:** 37 million



19. Miami, Florida - Visitors in 2018: 23 million –

16.5 million overnight visitors in 2018, up **+3.5%** compared to 2017, along with **6.8 million** Day Trippers for a total visitor number of **23.3 million**. Miami Beach 11.6 Million.

Florida Residents contributed the largest portion of Day Trippers, representing **2.8 million** of the segment.

BUSINESSES MUST DO BETTER

Property owners should require businesses to do better.

- Clean businesses
- Paint
- Market themselves – not wait for city
- Be nice to people

LIGHTSTONE











The Washington Avenue Business Improvement District (BID) saw significant progress while working on a limited budget. Our business model calls for us to be successful based on assessment funding from property owners. The yearly budget was scheduled to be \$505,708 for a 1-mile stretch from 5th – 17th. However, the property owner assessments were not mailed to property owners until April 1, 2019 instead of October 1, of the previous year (2018). The BID received 20% of its funds to begin operation on May 1, 2019. By August 1, the BID had received less than 50% of the amount due from property owners. With additional funds not slated until May 1 2020 and lack of payment by some owners the BID worked at a major disadvantage to aggressively accomplish our goals.

Despite our limited budget the BID was successful in creating 14 events, a website, database, entertainment, WAVE card and Newsletter. We made strategic investment in a growth philosophy that will feature additional entertainment, new business development, marketing, promotions, safety and sanitation.

FINANCIAL STATEMENTS

Assessment Received

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

March, 2019 - \$7,822.47

April, 2019 - \$13,145.00

June – \$58,899.41

July – \$84,291.00

Total - \$164,157.88

Yearly expected income \$505,000.00 per year.

Expenses

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

Marketing Live Music& Art Series, Wine & Beer Taste, Business meeting, social media, meals, sanitation, ambassadors

REVENUE 09/2018 – 8/2019

	2018	2019.	
LOAN	\$68,000.00	\$10,000	
ASSESSMENTS		\$361,629.21	\$164,157.88
OTHER INCOME	\$15,752.29		\$2,641.49
TOTAL	\$42,657.	\$371,629.21	\$166,799.38

EXPENSE 09/2018 – 8/2019

	2018	2019
LOAN	\$78,000.00	
GENERAL & ADMINISTRATIVE	\$119, 627.71	\$119, 627.71
MARKETING /	\$15,752.29	\$15,752.29
SANITATION	\$42,657.30	\$42,657.30
LIGHTING & DECORATIONS	\$256,082.80	\$256,082.80

TOTAL

BOARD OF DIRECTORS

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Board Members

President - Andrew Resnick

Saul Gross

Secretary - Marc Lawrence

Michael Simpkins

Alex Fryd

Maria Pelloux

Greg Lannacone

Lyle Stern

Rory Greenberg



Ex Officio Members

Eugene Rodriguez

Casey Steadman

Alex Kobeissy

Heather Shaw

(Board members are not compensated)

Executive Director

Troy E. Wright

THE WAVE

WAVE CARD



2020 - 2021

- ART BASEL
- ART MURAL
- STREET BLOCK LETTERS
- ART ON STREET INTERSECTION - QUOTES
- PARKLETS
- ENTERTAINMENT
- ARTIST RESIDENCE
- CARIBBEAN HERITAGE FESTIVAL
- BARLOOZA

RECOVERY

PROBLEM

- Tourism – where do Americans like to go?
- Travel and tourism is a booming industry in the United States. Domestic and international travelers contributed nearly 1.1 trillion U.S. dollars to the country's [gross domestic product](#) in 2018 alone. Perhaps unsurprisingly, [domestic travel spending](#) has consistently contributed more than international, making up around 80 percent of spending year-on-year for the past five years. GDP is not the only aspect of the economy that the travel and tourism industry contributes to, it also provides a source of [employment for U.S. residents](#), directly contributing to approximately 5.29 million jobs in 2017.

Orlando, Florida - **Visitors in 2018:** 75 million

New York City - **Visitors in 2018:** 65.2 million

Chicago, Illinois - **Visitors in 2018:** 57.6 million

Atlanta, Georgia - **Visitors in 2018:** 53 million

Los Angeles, California - **Visitors in 2018:** 50 million

1. Las Vegas Strip, Las Vegas – 30 million visitors
2. Grand Central Terminal, New York City – 21 million visitors
3. Magic Kingdom at Walt Disney World, Buena Vista, Florida – 17 million visitors
4. Disneyland, Anaheim, California – 16 million visitors
5. Golden Gate Bridge, San Francisco – 15 million visitors
6. Faneuil Hall Marketplace, Boston – 15 million visitors
7. Golden Gate Park, San Francisco – 13 million visitors