

ANNUAL REPORT – AUGUST 2019



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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 3 months we were able to install lighting, create multiple activities and outlined a safety plan that connects all 300 businesses.

I hope that the success of the first several months are 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,

Troy E. Wright
Executive Director

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'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.

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, 12,000-person database, WAVE card and Newsletter. More importantly, 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 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. 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

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WITHIN THE FIRST EIGHT MONTHS

- 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 7 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)
- Each month hosted a Wine & Beer Taste at 15 locations. The Taste featured Local, domestic and international flavors.
- 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 12,000 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 — 12,000 in less than 8 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.
- Worked with 30 Florida Atlantic University Master students to create programs that assist businesses market and promote their company.

THE WAVE

LIT THE WAVE



THE WAVE

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5 - BUSINESS OWNERS BREAKFAST

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



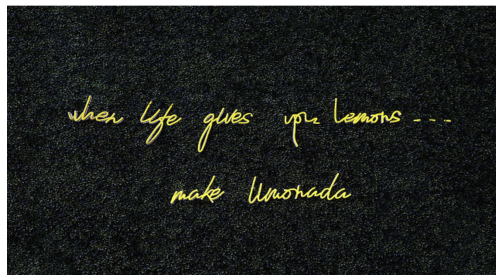
8:30 AM - APRIL 11, 2019
BABYLON MIAMI BEACH
560 WASHINGTON AVE
\$5 PER PERSON, BREAKFAST INCLUDED

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

WASHINGTON AVENUE BID

**BUSINESS OWNERS
MONTHLY BREAKFAST**

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

1659 Washington Ave
Miami Beach, FL 33139



#CATCHTHEWAVE

RSVP Jaclyn@washavemb.com or 305.916.0779

THE WAVE

3 WINE & BEER TASTE

VIDEO LINK

<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

THE WAVE

3 LIVE MUSIC & ART SERIES

VIDEO LINK:

<https://www.youtube.com/watch?v=gG0pDy-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

THE WAVE

WAVE CARD



THE WAVE

3 POP UP'S



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



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.

Despite our limited budget in 4 months the BID was successful in creating 14 events, a website, database, 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

REVENUE 09/2018 – 8/2019

Assessment Received

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

May 16, 2019 - 239,705.40

June 21, 2019 - 78,893.20

July 25, 2019 - 43,030.61

Total \$361,629.21

Yearly expected income \$505,000.00 per year.

	2018	2019	
LOAN	\$68,000.	\$10,000	
ASSESSMENTS		\$361,629.2	
OTHER INCOME		1	
TOTAL	\$68,000	\$371,629.21	

EXPENSE 09/2018 – 8/2019

Expenses

Repayment of loan of \$78,000 to create BID

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

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

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

 WASHINGTON
AVENUE BID