



ANNUAL REPORT – 2024



TABLE OF CONTENTS

WASHINGTON AVENUE ANNUAL REPORT 2024 | 2

3

MISSION STATEMENT

04

PRESIDENT

05

BOARD MEMBERS

08

EXECUTIVE DIRECTOR / MESSAGE

13

EXECUTIVE SUMMARY

38

EXECUTIVE CONCERNS

43

MORE POSITIVE NUMBERS

44

FUTURE PLANS

45

WE KEEP CLEANING

47

MUHAMMAD ALI

61

SOCIAL MEDIA

62

FINANCE / BUDGET /
ASSESSMENTS

69

FUTURE PLANS

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.



ANDREW
RESNICK
PRESIDENT



2023-2024 BOARD MEMBERS

- **Board Members**

- President - Andrew Resnick
- Saul Gross
- Secretary - Marc Lawrence
- Michael Simpkins
- Jamil Dib
- Eric Hines
- Ronald J Finvarb
- Roberto Datorre
- Mathieu Massa

- **Ex Officio Members**

- Corey Hayes
- Rickelle Williams
- (Board members are not compensated)



NEW EXECUTIVE BOARD MEMBERS



Mathieu Massa

FOUNDER

Mr. Hospitality, Queen Miami Beach,
Marion, El Tucán

NEW EXECUTIVE BOARD MEMBERS



Jamil Dib,
Board of Directors
CO-Founder & Owner of V&E
Hospitality Group

Café Americano, PaperFish, Barsecco, Oh! Mexico,
Havana 1957, Cortadito Coffee House, Marabu,
Mercato Della Pescheria and the iconic News Cafe.

TROY E.
WRIGHT
EXECUTIVE
DIRECTOR





The long-term goal of the Washington Avenue Business Improvement District is to create a highly reputable, financially sustainable, and dynamic Avenue that attracts tourists 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 filling vacant spaces with higher-end clientele, culture and quality entertainment.

- Marketing
- Business Entrepreneurship
- Sanitation - Safety

“AS WASHINGTON AVENUE GOES,
SO DOES MIAMI BEACH”

Troy E. Wright

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, sanitation and business development.

BUSINESS ENTREPRENEURSHIP

The Washington Avenue Business Improvement District provides a platform for business owners to implement solutions developed in collaboration with the Executive Board. We promote and encourage continued development by fostering unique entrepreneurs who engage in innovative ways to increase visibility, develop marketing strategies, enhance safety procedures, and create partnerships that bring unity through execution.

SANITATION

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

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

MESSAGE FROM EXECUTIVE DIRECTOR

DEAR WASHINGTON AVENUE BID PARTNERS & FRIENDS

Another Positive Year! However, we still have a lot of work to do. The Washington Avenue Business Improvement District (BID) offers innovative opportunities and services that empower locals and tourists to live their best lives. Our mission is to drive economic development in the regions we serve by leveraging the growing appeal of Washington Avenue. As a resourceful and collaborative organization, we partner with key stakeholders and the City of Miami Beach to create a welcoming, creative, and thriving environment that supports residents and a wide range of businesses, from innovative start-ups and entertainment venues to international associations. We are excited to take an active leadership role in everything we do, serving as collaborators, community builders, and agents of positive change.

The BID is well on its way to achieving our goals for Washington Avenue. From the start, my first objective was to meet with every business owner to understand their concerns and give them a voice. For each concern, we discussed potential solutions. The biggest concerns were lighting, lack of art, activations, and beautification. Within the first five years, the BID installed new lighting, created multiple activities, and connected all 300 businesses. We've added murals, wrapped electrical boxes, installed banners, and hosted various events, including fashion shows, heritage festivals, music events, an exhibition for Muhammad Ali, and a celebration for Prince. Additionally, we worked with the city to clean streets, paint, modify streets, replace trees, and add more lighting.

The BID has also represented business owners 28 times at the Miami Beach Planning Board, Historic Preservation, and in commission meetings between 2023 and 2024, and 182 times in the last five years. Without the BID's efforts, Miami Beach might have faced restrictions such as early closures, no liquor sales past 2:00 AM, club closures, and limited entertainment on the Avenue. The BID takes pride in working with property and business owners. In the past year, the BID has been featured on the front page of the Miami Herald, Miami Today, Miami News, and over 24 media outlets, including ESPN and Fox Sports. This visibility resulted in millions of viewers seeing the positive activations and changes on Washington Avenue, and we attracted over 16,227 guests to Washington Avenue.

Our success reflects our passion and desire to build a place unlike any other. We listen to and set an example for our community, offering a place to create a new life, dream a new future, and leave a positive legacy.

Sincerely,

Troy E. Wright
Executive Director

EXECUTIVE - SUMMARY

Positive Note

Washington Avenue had another successful year! Marketing to locals and tourists numbers grew significantly due more entertainment and to the efforts of the BID. The streets are the cleanest they have been in many years, the avenue is much safer, new businesses are opening, and the homeless population has decreased by 70%.

Outside Support

The Washington Avenue Business Improvement District's (BID) success is built on a clear vision, strategic planning, strong partnerships, positive relationships, and a committed plan of action. This year, our main supporters included the City of Miami Beach, Greater Miami Conventions and Visitors Bureau, Miami Beach Police, Miami Beach Chamber of Commerce, the History Museum of Miami, Black American Advisory Council, Everlast Boxing, M2, the Greenmount Group and the family of Muhammad Ali.

Growth

The avenue continued to thrive and expand but with a few hiccups, The BID celebrated the opening of a new hotel (Sonder), along with four new retailers and eleven new restaurants. While five businesses closed, they were replaced by new businesses, the area saw the sale of five properties, reflecting ongoing investment and growth.

Traffic

Washington Avenue experienced significant growth in traffic, with a 17% increase in vehicular traffic and a 24% rise in pedestrian activity. This boost is largely attributed to the closing of Ocean Drive, the post-COVID influx of people, and the openings of M2, Canes, Vendome, Queen, the Muhammad Ali Exhibition, and the Washington Avenue BID Live Music Series.

Awards

BID Executive Director Troy E. Wright received recognition from Miami Today as an innovator and acknowledgment from Mayor Steven Meiner for his contributions to Miami Beach, his proactive thinking, and his ability to create activations. The BID was also featured on the front pages of the Miami Herald, Miami Today, and Miami Times.

CONTINUED EXECUTIVE SUMMARY

Enhanced Safety and Police Partnership

The Miami Beach Police have worked diligently with the BID to secure Washington Avenue and Miami Beach. As promised by Police Chief Wayne Jones, we are now seeing more officers out of their cars and on foot, engaging with tourists and locals. This model has proven to be successful, providing Washington Avenue with a heightened sense of safety.

The police continue to be actively involved with the BID, partnering on many issues that affect our community. This collaborative approach has not only enhanced security but also strengthened the relationship between law enforcement and the community, contributing to the overall positive atmosphere on Washington Avenue.

Addressing Homelessness

The Washington Avenue Business Improvement District is empathetic and caring towards the homeless individuals and the challenges they endure on Washington Avenue. The BID has made significant strides in meeting them where they are to address their needs, providing shelter, food, and hope. A few have taken advantage of this opportunity and have positively transformed their lives.

Homelessness was once a significant issue on Miami Beach. However, thanks to the efforts of Mayor Steven Meiner, Police Chief Wayne Jones, and his homeless committee led by Bo Hall, in partnership with the Washington Avenue BID, we have seen a major reduction in the number of homeless individuals on our streets.

There has been a noticeable decline in incidents of urination in business entryways, streets, and alleys. Additionally, we have seen a drastic reduction in homeless individuals lying in the middle of walkways in front of businesses and sleeping in alleys.

While there is still more work to be done and challenges remain in a few areas, business owners are relatively happy to see the positive change. This collaboration has significantly improved the overall environment and safety of Washington Avenue.

Crime

Crime has seen a significant decrease on Washington Avenue. Once again, we partnered with the Miami Beach Police to clamp down on areas where dealers sold illegal substances. As a result, many dealers have left the area, and business owners are reporting safer streets. While there is still work to be done, we are fully committed to further reducing crime on the WAVE.

CONTINUED EXECUTIVE SUMMARY

WASHINGTON AVENUE BID Annual report 8/2024 | 15

The BID continued our partnership with Miami Beach Sanitation to enhance the look and feel of the avenue. We continued the painting program to repaint yellow, white, and blue lines, repair streets, plant greenery, and replace street poles, trees, and lights. Additionally, we repaired signs, ditches to further improve the infrastructure, planted trees to improve the aesthetics of Washington Avenue.

Muhammad Ali Exhibition

The BID successfully launched and hosted the Muhammad Ali exhibition, which attracted visitors from all around the world. The exhibition marked the 60th anniversary of Muhammad Ali winning his first Heavyweight title at 555 Washington Avenue and the title fight on 17th and Washington.

In recognition of this historic event, Miami Beach Mayor Steven Meiner declared February 25th as Muhammad Ali Day. Major media outlets including ESPN, FOX News, NBC, and ABC covered the exhibition. The family of Muhammad Ali joined in the celebrations, and boxing enthusiasts from across the globe continue to honor his legacy. The BID partnered with Miami Beach Conventions and Visitors Bureau, Miami Beach Black Affairs Committee, History Miami Museum, Greenberg, Everlast Boxing, Boxing BID, Miami Beach Chamber of Commerce, City of Miami Beach.

Curated by Troy E. Wright, the Executive Director of the Washington Avenue Business Improvement District, the exhibition stands as one of the most significant cultural activations in Miami Beach in recent years.

Meet the Candidates

The BID hosted a forum to provide residents, businesses, and property owners with an opportunity to communicate their concerns and gain insight into the positions of candidates running for Mayor of Miami Beach. This event also allowed candidates to meet the community, stakeholders, and business and property owners on Washington Avenue.

Celebration of Prince's Life, Legacy, and Music History

In honor of the 30th anniversary of Club Glam Slam's opening on Washington Avenue, the BID hosted a grand celebration of Prince's life, legacy, and music history. The event attracted over 1,000 attendees who enjoyed live performances, a purple-themed contest, dancing, and a DJ set. This celebration not only paid tribute to Prince's profound impact on music and culture but also highlighted the vibrant community spirit of Washington Avenue.

Art Basel

The BID partnered with hotels and retail locations to host a week filled with creative design, networking, and entertainment during Art Basel. Hundreds of visitors flocked to Washington Avenue to experience the unique art installations and engage with the vibrant cultural activities.

CONTINUED EXECUTIVE SUMMARY

Boxing BID

Boxing BID was a partnership with Boxing Bid out of Las Vegas to celebrate the legacy of Muhammad Ali and his grandson, Nico Ali-Walsh. This event attracted national recording artists like The Fugees and the band of Bad Bunny, along with hundreds of boxing fans. The celebration featured casino-style games, dancing, boxing artifacts, and interactive games. Influencers and attendees were captivated by the imagery, photos, and historic relics at the museum, making it a memorable event for all.

Community Youth Boxing Showcase

Youth from Miami Beach, Miami, Fort Lauderdale, Doral, and Miami Gardens gathered to celebrate the boxing exhibition. The event's highlight was the sparring matches featuring children aged 8 to 14, who showcased their impressive skills and talent in front of an enthusiastic crowd. These young boxers demonstrated their dedication and passion for the sport, inspiring everyone with their technique and athleticism. The exhibition not only celebrated boxing legends but also shone a spotlight on the next generation of fighters.

Black Professionals Network (BPN) Juneteenth Networking Mixer

The Black Professionals Network (BPN) Miami Juneteenth Networking Mixer was an evening of networking and celebration, commemorating Juneteenth in the heart of Washington Avenue.

Sponsored by the Office of the Mayor, Miami-Dade County, the event featured guest speakers who delivered insightful talks on financial literacy, the history of Black culture, investment strategies, and the importance of Muhammad Ali's legacy.

Educational Partnership with Miami-Dade Public Schools

In partnership with Miami-Dade Public Schools, hundreds of high school students from across the county took an enriching field trip to explore Washington Avenue. They dined at various restaurants, enjoyed the views from hotel rooftops, interacted with business owners, learned about entrepreneurship and the history of Washington Avenue.

The students also had conversations with a representative of the National Football League and toured the Muhammad Ali Exhibition, making it a comprehensive and inspiring educational experience.

CONTINUED EXECUTIVE SUMMARY

Washington Avenue Live Music Series

The Live Music Series, held on the second Saturday of each month, was a tremendous success, attracting over 10,200 people including locals, tourists, and visitors from across the bridge. The series spanned 12 different locations and venues, providing a unique opportunity for attendees to explore and experience great live music in settings they might not have visited before.

The event showcased an impressive array of musical genres, including Latin, jazz, rock, pop, hip-hop, reggae, blues, classical, and funk. The series also attracted notable talent such as Grammy nominees, Hollywood actors, America's Got Talent performers, John Lennon Songwriting Contest winners, American Idol contestants, and local artists.

This event was designed to unite people in a one-of-a-kind atmosphere where they could dance, relax, and fully immerse themselves in the vibrant rhythm of Washington Avenue.

Washington Avenue BID Wine, Beer, and Martini Taste

The Washington Avenue BID Wine, Beer, and Martini Taste was the ultimate tasting adventure, held every second Saturday of the month from 8:00 PM to 11:00 PM. Spanning Washington Avenue from 5th to 17th Street, this event offered a tantalizing selection of wines, beers, and martinis across 12 venues.

Adding to the excitement, the tasting featured curated celebrity wines and spirits crafted by some of the entertainment industry's biggest stars. Attendees enjoyed offerings from entertainers like Dwyane Wade, Sarah Jessica Parker, and Mack Wilds, making each event a memorable experience for all.

Poetry Night: Miami Takeover Poetry Event

The two-day Trap Poetry event, held at the Muhammad Ali Exhibition, was a collaboration with Miami Takeover, an organization from Washington D.C., Maryland, and Virginia. Both professional and amateur poets showcased their talent and world insights, captivating hundreds of attendees. The audience experienced an electrifying blend of spoken word as poets delved deep into their craft, creating a vibrant and dynamic atmosphere.

WAVE ON THE RISE

VEHICULAR TRAFFIC

5 YEARS - UP 27% -
2023 - MINUS 12% - SPRING BREAK

PEDESTRIAN TRAFFIC

5 YEARS - UP 33%
2023 - MINUS 18% - SPRING BREAK

MAJOR SUCCESS! LIVE MUSIC SERIES - DIVERSITY



DANIEL RENE

Daniel René, the singer, songwriter, producer, and
TV Host, Madudo.



SAMMY HAWK

MTV “Becoming A Popstar” Winner



JARED DYLAN

**The Voice, John Lennon
Songwriter winner to perform
at the Washington Avenue Live
Music Series**



LOS WIZZARDS

Los Wizzards is an embodiment of the city at her finest: a melting pot that blends a flavorful array of cultures while honoring its American home. The band comprises bassist Rafa Querales, trumpeter Alex Coombs, cuatro player Wizzmer, trombonist Tony Armas, drummer Joseph Ballestero, rapper and break dancer Samy Hawk, and singer Roy G.





LIVE MUSIC SERIES



DAVID WALLACK



Victoria Blue

"Best Outstanding Vocalist" at The National Music
Festival held in New York City



OFFSET & CARDI B



12 VENUES
12 DRINKS

WASHINGTON AVENUE BID PRESENTS
WASHINGTON AVENUE
SEPTEMBER 9TH • 8-11PM
LIVE MUSIC SERIES

Venues / Bands

Esme: El Salón
Trio Pepito Montes (latin)
1438 Wash Ave

Kill Your Idol
Andrade (RnB, world)
222 Español Way

Mac's Club Deuce
Lonewolf (blues)
222 14str

Baroom Club
MEET + GREET WITH MACK WILDS
Monique Abbadie & Sax
1342 Wash Ave

Mickey Burkes
Lotus Collective (rock)
1265 Wash Ave

Nathan's Bar
REMYZ (funk)
1216 Wash Ave

Zari Cafe
Matt Brown (RnB)
1200 Wash Ave

World Erotic Art Museum
-WRISTBANDS TABLE-
MaddJazz (RnB, soul)
1205 Wash Ave

Moxy Hotel
Angelica Violin (pop)
915 Wash Ave

Bolivar
Victoria Blue (latin pop)
841 Wash Ave

Limonada
Jared Dylan (rock, pop)
825 Wash Ave

Angler's Hotel

Map:

Map showing the locations of the venues/bands along Washington Avenue, marked with stars and labels:

- ESME
- KILL YOUR IDOL
- BAROOM (Meet & Greet)
- NATHAN'S
- ZARI
- Mac's Club Deuce
- MICKEY BURKES
- World Erotic Art Museum (*Wristbands Here*)
- MOXY
- BOLIVAR
- LIMONADA
- ANGLERS

Free Ride Services Provided By: **flasher**



PRINCE CELEBRATION



PRINCE
30 YEAR ANNIVERSARY
OF GLAM SLAM
FORMALLY LOCATED ON WASHINGTON AVE.
SPECIAL THANKS M2











WASHINGTON
AVENUE BID



DANCE CONTEST WINNER



CONTINUED EXECUTIVE SUMMARY

WASHINGTON AVENUE BID Annual report 8/2024 | 37

Miami Beach Chamber of Commerce

The Miami Beach Chamber of Commerce Diversity, Equity, & Inclusion Council, chaired by Arathi Ramappa and Valerie Crawford, collaborated with the Washington Avenue BID for an exciting event. Esteemed panelists, including local legend and philanthropist David Wallack, restaurant owner of Mango's Tropical Cafe, Jolie Glassman, owner of South Beach Boxing, and Troy E. Wright, Executive Director of the Washington Avenue Business Improvement District, shared personal stories and explored the profound history and impact of Muhammad Ali's legacy from both local and national perspectives.

This event offered a unique opportunity to engage with our community and uncover a pivotal chapter of Miami Beach's rich history.

Kentucky Derby Community Event

Due to popular demand, approximately 158 people attended the exciting Kentucky Derby-themed event organized by the Washington Avenue BID. Designed to attract visitors from Miami Beach and Miami to the Muhammad Ali Exhibition, the event brought the full spirit of the Derby to Washington Avenue. Attendees enjoyed contests, mock wagers and drinks, food, and a dress contest. The highlight of the event was the grand prize: a free night's stay at the Moxy Hotel and dinner for two on Washington Avenue.

Meet The Candidates For Mayor of Miami Beach

To understand the nature and true essence of Miami Beach mayoral candidates, the Washington Avenue Business Improvement District hosted a "Meet the Candidates" event.

Locals, business owners, and property owners gathered to gain insight into the candidates' future plans for Miami Beach.



CONTINUED EXECUTIVE SUMMARY CONCERNS

WASHINGTON AVENUE BID Annual report 8/2024 | 37

CONCERNS

#1 Spring Break

While the BID supports the City of Miami Beach's efforts to control the chaotic atmosphere and violence during spring break, we are thankful that no one was hurt or killed. However, we believe additional steps can be taken to secure the Beach without resorting to a complete shutdown.

The solution should involve creating activations that attract the desired demographics while discouraging those who create problems. The issue is not the students but, statistically, individuals who come across the bridge from Miami and Fort Lauderdale. It is widely known that you cannot get on an airplane with a gun.

If the same measures are taken in 2025, the BID will support the actions of the City however, we will hope that there is a solution in place that will allow businesses to prosper. Without it we may face closures.

The BID is concerned that Washington Avenue will experience a reduction in business growth due to the spring break issues. We advocate for strategies that not only ensure safety but also foster a positive environment for business and community growth.

#2 Beautification of Washington Avenue

Similar to our previous plea to the City regarding beautification, we recognize that while the assessment funds provided to the BID are valuable, they may not be sufficient to address the significant challenge ahead. The BID has contacted each commissioner, the City Manager, and the Mayor to express our concerns about improving lighting.

The BID firmly believes that the responsibility for lighting down the median of Washington Avenue or Española Way East should not fall solely on the BID. We are in desperate need of enhanced and decorative lighting to create a brighter, cleaner-looking atmosphere that will transform not only Washington Avenue but all of Miami Beach. If Washington Avenue BID can no longer afford to pay for maintenance and new lighting, the avenue will return to the dark days before insulation by the BID. This problem will create additional problems for the Miami Beach Police and the City of Miami Beach due to safety concerns.

We advocate for strategies that not only ensure safety but also foster a positive environment for business and community growth.

CONTINUED EXECUTIVE SUMMARY CONCERNS

WASHINGTON AVENUE BID Annual report 8/2024 | 38

CONCERNS

3 Positive Messaging

The previous City administration said few positive words about the successes and amazing places to dine, be entertained or relax at one of our beautiful hotels. This we believe caused a messaging nightmare that drove away the tourists we desired. We believe that the messaging and campaigns should be a constant message of fun, peace and relaxation that will inspire people to come back to the beach instead of another city or country.

The BID believe that mayor and a majority of the new commission have already and will speak of the positive assets available when you consider a vacation. Washington Avenue is the real identity of Miami Beach.

We believe as Washington Avenue goes, so does Miami Beach. Positive messaging will not only help Miami Beach and its residents, but bring it to the amazing place we all envision.

4 Lighting on Washington Avenue: A Critical Community Issue

For the past five years, the Washington Avenue Business Improvement District (BID) has funded the median lighting on Washington Avenue and the tree lighting on Espanola Way East. The immediate impact was clear: more people felt safe on the streets, businesses enhanced their aesthetics, and even mothers felt comfortable strolling with their newborns.

A year after Washington Avenue installed our lighting, the city funded similar lighting on 41st Street and West Avenue, underscoring the positive influence of our initiative.

However, the BID has recently addressed the lighting issue with the Mayor and all commissioners, as we can no longer afford to cover these costs and the equipment need to be upgraded. We believe it is the city's responsibility to maintain public lighting. The Mayor has responded, indicating that \$1.4 million is allocated for lighting, but it may not be available until 2025.

In the meantime, we face the risk of equipment failure or delays in city action, which could leave Washington Avenue in the dark. Should this happen, the Avenue, the City, and the police department will face significant safety concerns.

SPEAK POSITIVE

"Speaking positively helps businesses by fostering a constructive and motivating atmosphere, enhancing team morale, and building stronger relationships with customers. Positive communication can inspire confidence, drive engagement, and create a favorable impression that attracts and retains clients."



SPRING BREAK 2024

- > MIDNIGHT CURFEW**
- > DUI CHECKPOINTS**
- > \$100 PARKING RATES**
- > BEACH ACCESS CLOSED AT 6PM**

CONTINUED EXECUTIVE SUMMARY CONCERNS

WASHINGTON AVENUE BID Annual report 8/2024 | 42

#5 Assessments: Driving Change on Washington Avenue

The significant changes and improvements on Washington Avenue are thanks to those who have paid their assessments, helping to maintain and grow the avenue. Without your contributions, we would still have outdated phone booths, unscheduled maintenance for paint, lighting, sanitation, events, new businesses, limited entertainment and increased pedestrian and vehicular traffic.

However, those who have not paid their assessments are straining our already limited budget. The BID is working with the city to enforce policies that prevent property owners from obtaining licenses to operate their businesses or make any additions without payment. We hope this will be fully implemented within the next few months.

Additionally, we have been operating on the same \$500,000 budget agreed upon five years ago. Due to the rising cost of living, everything is significantly more expensive. Therefore, we will call a vote to increase the assessments by a minimum of 10%.

Your continued support is essential for the ongoing development and success of Washington Avenue.





MORE POSITIVE NEWS 2023-2024

LIVE MUSIC SERIES 10,200

MUHAMMAD ALI EXHIBITION 3,000

PRINCE - 800

SOCIAL MEDIA UP 8,700K

STREET IMPROVEMENT - HOMELESS

NEW BUSINESSES

CONTINUED EXECUTIVE SUMMARY OPTOMISTIC FUTURE

WASHINGTON AVENUE BID Annual report 8/2024 | 44

Optimistic Future

The BID is incredibly optimistic and excited about the future of Washington Avenue. Our well-thought-out plan of action and ability to attract both tourists and locals to Washington Avenue will continue to thrive. The BID's ongoing efforts will build and increase tourism, support the community, attract new businesses, and raise property values.

We anticipate significant changes in the global travel and tourism industry, based on the latest information from the Greater Miami Conventions and Visitors Bureau and the Miami Beach Convention Center. The BID will continue to market and promote hotels, retail and restaurants, art and entertainment activities to attract both locals and tourists.

Major attractions like M2, Vendome, and Queen will continue drawing music and entertainment enthusiasts, while our museums and events will continue to attract diverse crowds. The Sonder Hotel, and the Thompson Hotel, currently under construction, will provide a beautiful accommodations and a luxurious place to stay.

Activations

Our planned activations, such as the **"Vibration" Live Music Series, Wine & Martini Tastings, Pre-Grammy Block Party, Barlooz, Art Basel, Murals and the return of Hallowave**, will continue bringing people to the avenue. Barlooz, our national

bartending competition (attracted over 1,000 people before the pandemic), and Hallowave drew over 5,000 women and children, Vibration and Pre-Latin Grammy Block Party should lead the way.

We are also witnessing the rise of "bleisure" travel, which combines business and leisure travel into a single trip, along with a significant uptick in cruise line services out of the Port of Miami. To capitalize on this trend, the BID plans to launch a **Day Tripper tour** on Washington Avenue to attract Cruiseline customers here for less than 24 hours.

Monument Letters

If the assessments are favorable, the BID plans to erect large monument letters spelling W.A.S.H.I.N.G.T.O.N on the sidewalk in front of Fineberg Fisher School. This installation will set a new standard and precedent for art and culture, driving additional interest to the avenue.

Despite a recent increase in vacancies, they were quickly filled by enthusiastic business owners. Our goal is to exceed the 18,000 people the BID attracted last year.

The future looks bright, and we are committed to ensuring Washington Avenue continues to flourish and shine as a premier destination.

CLEANING THE WAVE

WE ARE LOOKING A LOT
BETTER, LET'S KEEP IN
GOING!





PAINT SCHEDULE CONTINUES

MUHAMMAD ALI

HISTORICAL TIMELINE EXHIBIT

FEB. 22. 2024

LAUNCH PARTY

7PM

INVITE ONLY

RSVP TODAY - SPACE LIMITED

SEMI - FORMAL (2) TICKETS

555 WASHINGTON AVENUE. MIAMI BEACH

**60 TH ANNIVERSARY OF WINNING THE WORLD TITLE ON WASHINGTON AVE.
WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT**



RESULTS OF THE MUHAMMAD ALI EXHIBITION

- INCREASED TRAFFIC
- POSITIVE IMAGE
- ENGRAINED LEGACY
- LOCAL AND NATIONAL MEDIA COVERAGE
- HISTORIC

MAYOR'S PROCLAMATION

"MUHAMMAD ALI DAY

FEBRUARY 25TH 2024



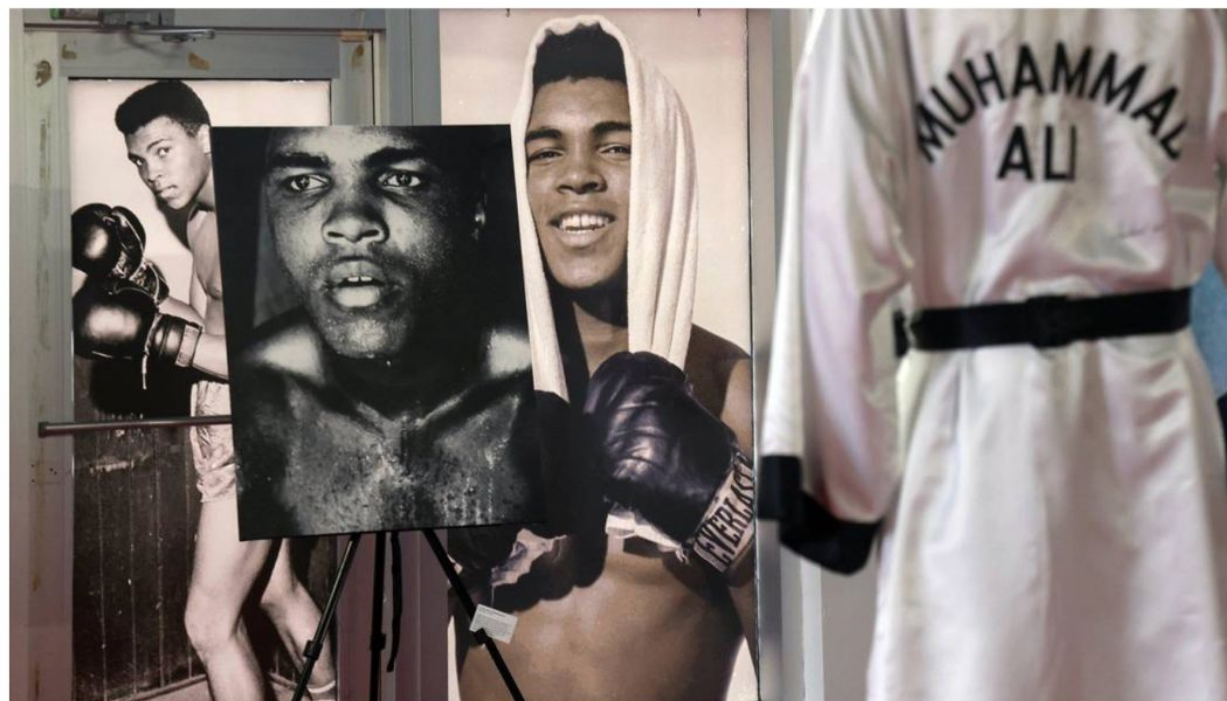


SPORTS

The triumph and transformation of Muhammad Ali is celebrated in this Miami exhibit

BY C. ISAIAH SMALLS II

FEBRUARY 22, 2024 11:04 AM



Images and personal items owned by Muhammad Ali are displayed at "I Shook Up the World," an

CONGRATULATIONS WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT

ESPN



The Miami Herald

**MIAMI
New Times**

40 Years
MIAMI TODAY

CBS MIAMI

Pleading our cause & connecting our people since 1971
WESTSIDE GAZETTE
Broward County's Oldest and Largest African American Owned and Operated Newspaper



YAHOO!
SPORTS

FIU
Chaplin School of
Hospitality & Tourism
Management



Miami  **Guide**

CMG
COX MEDIA GROUP



Ali's Schwinn bicycle is displayed among photographs at the exhibit reflecting on the 60th Anniversary of the Ali and Sonny Liston's fight through photographs, personal items. Carl Juste cjuste@miamiherald.com

And while Ali was vilified by the white media for his audacity to question the status quo, the little Black kid growing up in Seattle still loved him — so much so that when













MUHAMMAD ALI VIDEO

<https://www.washavemb.com/muhammad-ali>

ALI'S FAMILY
NICO ALI - WALSH GRANDSON
ALI'S DAUGHTER
TROY E. WRIGHT





SPECIAL THANKS



GREENMONT
GROUP



WEBSITE MAILCHIMP - 16,307
INSTAGRAM - 19,300
EVENTBRITE - 769

SOCIAL MEDIA BOAST!

- 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 2023

Content reach:

- Reels: 3,069
- Videos: 2,001
- Stories: 471
- **Average likes on posts:** 392- 632
- **Average story reposts and engagement:** 164-173
- **Media**
 - In 2023, our bi-monthly newsletter saw an increase in subscribers from 17,433 to 19,300 people on our social media database, and our followers grew from to 16,307.
 - Our posts reached 275,000 people directly and millions more through secondary promotion, such as ESPN. The newsletter features businesses, promotes specials, involves the community, attracts tourists, and markets events planned on Washington Avenue.
 - These efforts have solidified our commitment to enhancing the vibrancy and growth of Washington Avenue for residents, businesses, and visitors alike.

INCOME

	2022 - 2023	2023 - 2024
ASSESSMENT	\$332,787.21	\$624.847.90
OTHER INCOME	\$ 9,634,36	\$82,647.93
TOTAL	\$342,421.57	\$707,495.73

The increase in 2023 -2024 was due to outstanding assessment being paid combined with the previous years overlapping used in 2022 and

REVENUE		BUDGETED	
ASSESSMENTS	\$624,847.80	\$505,000.00	
SPONSORSHIPS / GRANTS	\$44,500.00		
OTHER INCOME	\$38,147.93		
TOTAL	\$707,495.73		

EXPENSES	2023-2024	BUDGETED	
GENERAL ADMIN / SUPPLIES	\$215,098.09		
MARKETING / SANITATION	\$180,906.40		
LIGHTING / DECORATION	\$13,263.40		
TOTAL	\$409,267.89	\$505,000.00	

Gain in assessment due to overlapping payments for 2023 - 2024, past due assessment collected and grants for the Muhammad Ali Exhibit. In addition to income from the Live Music Series.

Currently outstanding assessments - \$659,119.20

EXPENSES

	2022-2023	2023-2024	
GENERAL & ADMINISTRATIVE	\$144,547.08	\$215,098.09	
MARKETING / SANITATION	\$145,851.27	\$180,906.40	
LIGHTING & DECORATIONS	\$32,345.46	\$13,263.40	
TOTAL	\$322,743.81	\$409,267.89	

FINANCIAL STATEMENT

Assessment Received

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

July 2023	\$38,061.00
November 2023	\$23,114.20
December 2023	\$123,219.00
January 2024	\$74,175.00
March 2024	\$34,523.80
April 2024	\$17,495.00
May 2024	\$180,942.00
June 2024	\$133,317.80

Yearly expected income \$505,000.00 per year.

Assessment deficient for 2024-2025 - \$ 190,740

Total Deficient Life to Date 2019 - 2025 - 659,119.20

Expenses

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

Sanitation & Marketing

Social Media, Website, Media

Beautification, Live Music Series, Muhammad Ali Exhibition, Entertainment, Prince, Youth Events, Art, Meeting, Meals, Community Showcase, Networking





**WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT BUDGET, NARRATIVE,
SUMMARY AND SERVICES TO BE PROVIDED
2024 - 2025**

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 is projected \$530,765.

EXPENSES

2. Administrative and Office Expenses

- Staffing cost, including employment benefits, employment for Executive Director and assistant. \$172,000.00
- Office expenses for rent, liability insurance, supplies, postage, printing equipment, leases, annual report, audit, cell phone, accounting, and liability insurance. \$114,104.24

3. Street-level Improvements and Programs

- The BID 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. \$11,900.

4. Beautification and Marketing Expenses

Expenses shall include the following expenditures:

- Art Basel
 - Vibration Live Music Series
 - Street Banners
 - Hallowave
 - Pre - Latin Grammy Block Party
 - Lighting and Decorations
 - Muhammad Ali
 - Wine, Beer, & Martini Taste
 - Barloozza
 - 40th Anniversary Miami Vice
- \$207,270.76

Total \$505,765.





**WASHINGTON AVENUE BUSINESS IMPROVEMENT DISTRICT BUDGET, NARRATIVE,
SUMMARY AND SERVICES TO BE PROVIDED
2024 - 2025**

REVENUE

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

EXPENSES

Administrative and office Expenses

3. Administrative Staff	\$172,000
4. Office supplies, utilities, parking, rent, postage, insurance, postage, printing, equipment lease, meals, audit, accounting, phone, taxes, accounting, ADP, maintenance.	\$114,104

Street Level Improvement and Program

5. Sanitation	\$11,900
---------------	----------

Marketing

6. Beautification	\$31,830
7. Advertising	\$20,800
8. Events	\$155,129

TOTAL ANNUAL EXPENSES	\$ \$505,765.
------------------------------	----------------------



Increase in Assessments

- New lights down median contract 3 years \$150k
- Monument Letters
- 10% increase
- Vote 2024



WAVE GOAL ORIENTATED



CONTINUED EXECUTIVE SUMMARY BRIGHT FUTURE

WASHINGTON AVENUE BID Annual report 8/2024 | 48

How to: Will Help Businesses

The Washington Avenue BID believes it is imperative to support businesses on Washington Avenue with:

- Marketing and Branding
- Mediation / Conflict Resolution
- Business Planning and Strategy

We have discovered that over 35% of businesses do not monitor, manage, or update their social media or websites, nor do they understand how to brand their products to attract more customers. Additionally, some businesses struggle with conflict resolution and effective business planning and strategy to attract more customers.

Kiosk

This Kiosk aligns with our ongoing commitment to enhance the visual appeal of the area and to offer valuable information to both tourists and local residents.

bartending competition (attracted over 1,000 people before the pandemic), and Hallowave drew over 5,000 women and children, Vibration and Pre-Latin Grammy Block Party should lead the way.

We are also witnessing the rise of “bleisure” travel, which combines business and leisure travel into a single trip, along with a significant uptick in cruise line services out of the Port of Miami. To capitalize on this trend, the BID plans to launch a **Day Tripper tour** on Washington Avenue to attract Cruiseline customers here for less than 24 hours.

Monument Letters

If the assessments are favorable, the BID plans to erect large monument letters spelling W.A.S.H.I.N.G.T.O.N on the sidewalk in front of Fineberg Fisher School. This installation will set a new standard and precedent for art and culture, driving additional interest to the avenue.

Despite a recent increase in vacancies, they were quickly filled by enthusiastic business owners. Our goal is to exceed the 18,000 people the BID attracted last year.

The future looks bright, and we are committed to ensuring Washington Avenue continues to flourish and shine as a premier destination.



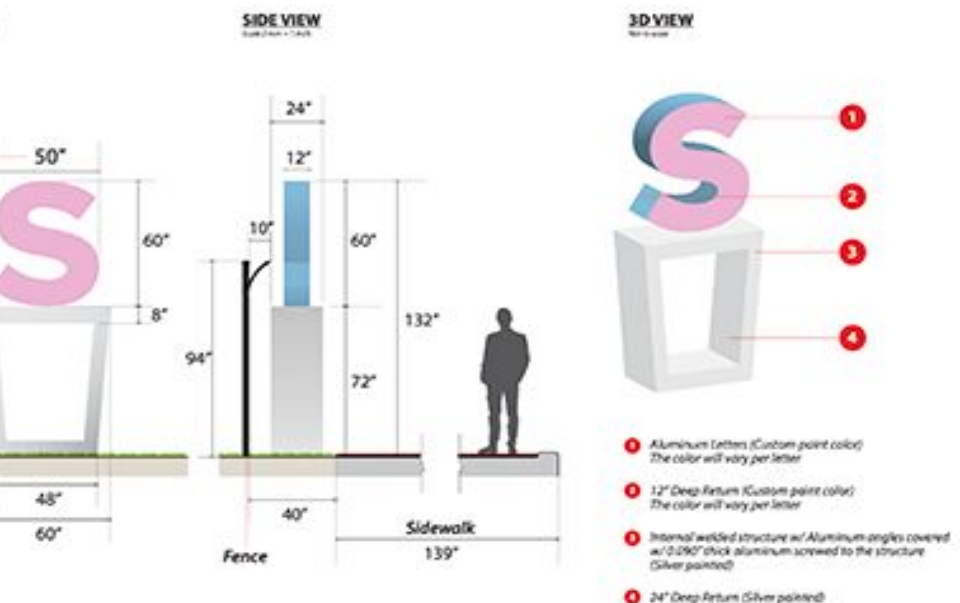
WAVE - We will help business stay in business.

We want to be better





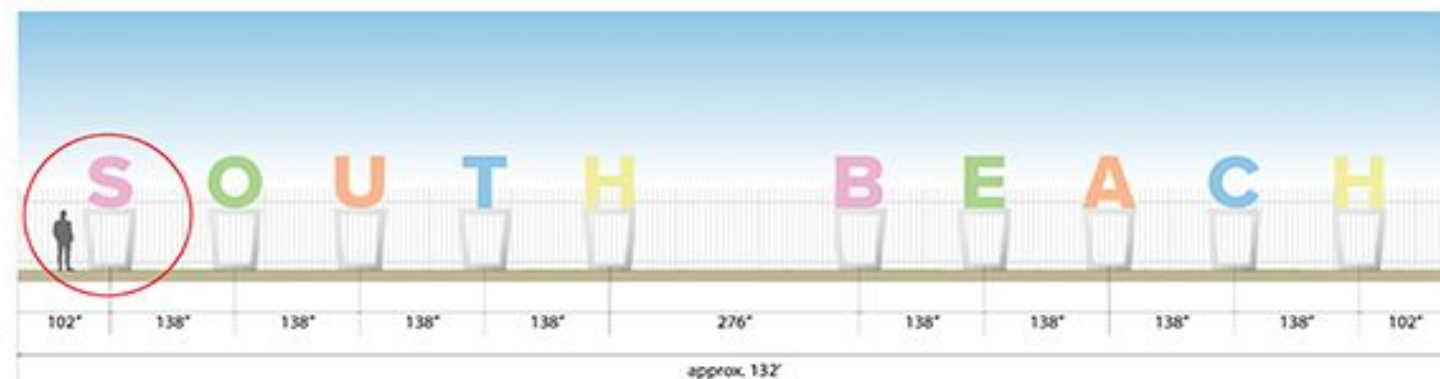
3 KIOSK
ON WASHINGTON AVE



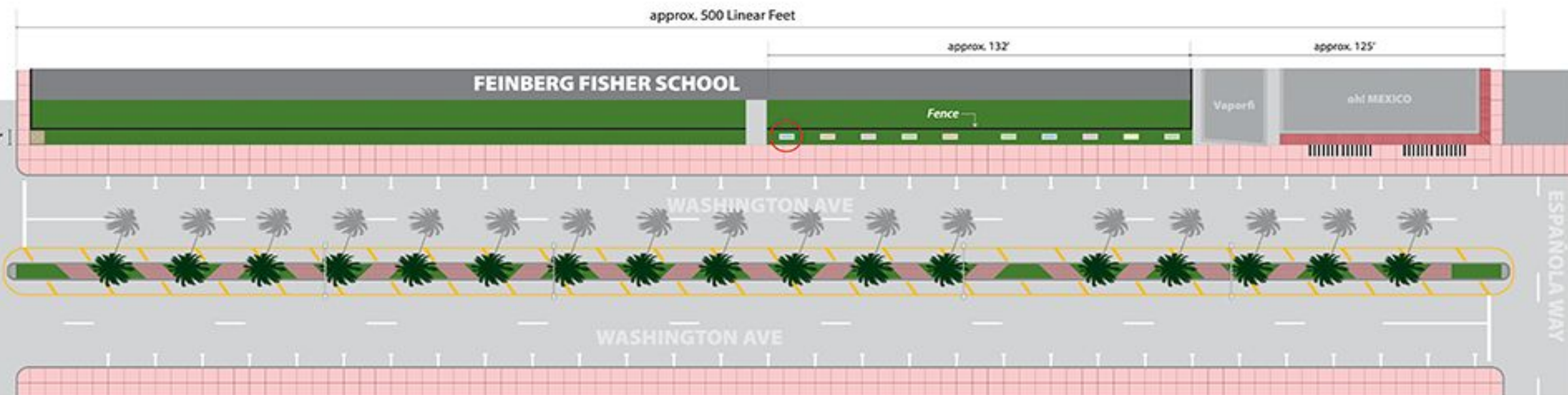
COLOR PAINT LEGEND



FRONT VIEW
Scale 1/4" = 1'-0"



approx. 500 Linear Feet





1/2 YEARS FROM NOW

- THOMPSON HOTEL
- FINVARB GROUP



PLAN FOR ESPANOLA WAY EAST





VIEW LOOKING TOWARDS COLLINS AVE

Española Way Between Washington and Collins Ave



Española Way Between Washington and Collins Ave



Española Way Between Washington and Collins Ave



WASHINGTON AVENUE BID PRESENTS

HALLOWAVE

OCT. 26TH | 12-8 PM | WASHINGTON AVE & ESPANOLA WAY

ENTER OUR DOG
COSTUME CONTEST

TRICK OR TREAT UP
AND DOWN
WASHINGTON AVE.

BOUNCE INTO FUN AT
OUR BOUNCE HOUSE

PLAY OUR SCAVENGER
HUNT TO WIN PRIZES

FOR MORE INFO, VISIT WASHAVEMB.COM

ALIEN INVASION

LIVE DJ
LIGHT SHOW
COSTUME
CONTEST

OCT. 26TH
8PM-12AM
WASHINGTON AVE &
ESPANOLA WAY

MORE INFO AT:
WASHAVEMB.COM

3RD ANNUAL

HALLOWAVE & ALIEN INVASION

OCTOBER 26TH
ESPANOLA WAY EAST

May





PRE LATIN GRAMMY BLOCK PARTY

CELEBRATE THE HISTORY AND IMPACT
OF LATIN MUSIC



**WITNESS LATIN GRAMMY
PERFORMERS!**

DANCE TO LATIN HITS!

**BANDS, DANCE SHOWS, AND
MORE!**

🕒 **Saturday, November 2, at 5:00 PM**

📍 **Washington-Collins Ave, Española
Way Miami Beach, FL 33139**

Visit 🌐 washavemb.com for more information



3RD ANNUAL
LIVE MUSIC SERIES & WINE &
MARTINI TASTE

AUGUST 10TH
12 LOCATIONS



BARLOOZA

National Bartender Competition

VISIT MIAMI FOR A CHANCE TO
WIN \$1000
AND THE TITLE OF
SOUTH BEACH'S TOP WAVE'OLOGIST

SATURDAY, NOVEMBER 16TH
WASHINGTON-COLLINS AVE
ESPAÑOLA WAY MIAMI BEACH, FL
33139
STARTING AT 12 PM

FIND OUT MORE
INFORMATION AT
WASHAVEMB.COM

DEADLINE TO REGISTER-OCTOBER 16TH

21+

MIAMI DAY TRIP

Discover Miami's vibrant culture,
stunning views, and exciting
attractions on an unforgettable day
trip!

What awaits you:

Exploring and visiting
museums, and shopping

Food Tour

Sightseeing

Wine & Beer tasting

Vibrant Live Music

Tickets

Adults: 50\$

Children:(12 and under)
40\$

Find out more with...

Washington Ave BID

305-916-0779





THANK YOU!

