



# DWNTWN MIAMI UPDATE

2010/2011 Edition



## Downtown Miami is in revival

No one needs to tell you that Downtown Miami is in revival. You see the hustle and bustle in the Brickell Financial District. You see the crowds coming out of the AmericanAirlines Arena and the Adrienne Arsht Center. You see the high-rise condos lit up at night.

You are one of the believers—and you are not alone.

The world is taking notice of the Miami Downtown Development Authority's (DDA) work to transform the quality of life for businesses, employees, residents and visitors. New hotels have risen from the dirt that will welcome more tourists. New restaurants are debuting that will draw more South Florida residents downtown. And an already-buzzing arts and cultural scene is set to explode in the years ahead.

Through the implementation of the Miami DDA's Downtown Master Plan, Downtown Miami has a bold vision that will guide the district's development over the next 15 years, capitalizing on our unique position as a major world city in a tropical waterfront environment:

- Enhance our position as the business and cultural epicenter of the Americas
- Leverage our beautiful and iconic tropical waterfront
- Elevate our grand boulevards to prominence
- Create great streets and community spaces
- Promote transit and regional connectivity

As part of this vision, the Miami DDA is tackling an ambitious slate of projects that focus on mobility, connectivity, and the creation of great streets and green spaces – many of which you will find highlighted in the pages ahead.

Downtown Miami is an international center for commerce, culture and tourism. You are a part of the success and we're not done yet. Together, we'll continue working to transform Downtown Miami into a 24-7 urban epicenter that rivals some of the world's greatest cities.

DOWNTOWN MIAMI  
**DWNTWN™**

**Downtown Facts**

2011 Residential Population: 72,500  
 2010 Daytime Population: 194,000  
 2016 Projected Population: 84,000  
 22,079 Residential Units Built Since 2003  
 18.6 Million Sq. Ft. of Office Space  
 6,096 Hotel Rooms  
 Miami DDA Area: ~2 Square Miles



- Arts & Entertainment District
- Central Business District
- Brickell District
- Miami DDA Boundary

## Downtown Miami is coming to life:



As one of the nation's fastest growing urban districts, Downtown Miami's residential population has grown from 40,000 to more than 70,000 in less than a decade, with another 15,000 projected to move in by 2014.

## Newfound destination status:



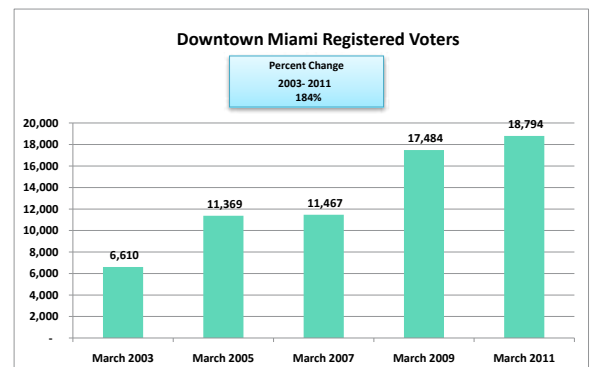
With nearly a dozen new luxury hotels having opened in Downtown Miami since 2000, the district has the highest concentration of four and five star hotels per capita than any other submarket in the region.

## Open for business:



34 net new businesses have opened in the past year, with an additional 27 already slated for 2011.

## A stronger voice for Downtown:



The Downtown voting population has grown quickly over the years. To encourage greater participation in the electoral process, the Miami DDA launched the "Downtown Miami Votes!" campaign. Together, our vote will focus attention toward important neighborhood issues and express our desire to keep Downtown a great place to live, work and play. To learn more go to [www.miamidda.com/downtownvotes.asp](http://www.miamidda.com/downtownvotes.asp)

## Enhancing Quality of Life

Beyond building a world-class commercial, residential, and cultural infrastructure, Miami DDA is working to make Downtown Miami even greener and cleaner for everyone who steps foot on the streets of the urban core.

DDA sponsored services are keeping our downtown clean, green, and safe. The Downtown Enhancement Team (our “yellow shirts”) transitions formerly homeless people into the workforce while keeping Downtown Miami beautiful. “Neglected Corners” projects are transforming forgotten and underutilized public spaces into beautified green, useful places. And thanks to our more than 20 Downtown Ambassadors, the DDA is adding eyes and ears to the street while offering directions, information, and security to residents and visitors seven days a week plus nights and special events.

### Did You Know?

- We teamed up with volunteers from the community and the Community Redevelopment Agency to plant more than 100 trees and 15,000 plants throughout Downtown Miami.
- We completed Brickell Avenue median landscape improvements and are convening regular construction coordination meetings to ease the impact of construction on pedestrians and vehicular traffic, as well as businesses and retailers.
- We partnered and advocated with the City Capital Improvement Program office to reconstruct downtown sidewalks and streets, and upgrade our crosswalks and streetlights.
- We successfully manage the City’s Downtown Special Vending District keeping illegal street vendors off our streets and monitoring approved vendors at selected locations.
- We developed a partnership with the County’s Neighborhood Enhancement Action Team (NEAT) to maintain and enhance the landscaping in our public realm.
- Together with the City of Miami, Miami-Dade County and the Community Redevelopment Agency we established the “Get it Done” Task Force that addressed neglected infrastructure and aesthetics near the AmericanAirlines Arena to welcome new and returning downtown event goers.





**Bloomberg Businessweek** “Renters help Revive Miami’s urban core”

**The Miami Herald** “Downtown: the hot urban alternative to SoBe”

**WALL STREET JOURNAL** “Downtown Miami prices rose 15% in 2010”

**The New York Times** “Condo sales in new buildings have increased to 82 a month, from an average of 50 a month”



## Downtown Miami’s Rebound: Nations Take Note




People around the world are reading about Downtown Miami’s transformation. That’s because Miami DDA’s Marketing and Communications team is getting the message out through print, broadcast and online editorial coverage, as well as social media and marketing initiatives.

Indeed, Miami DDA is taking a multimedia approach to letting the world know about Downtown Miami’s renaissance—and nations are taking notice.

A cornerstone of our strategy is public relations and communication. Our outreach has generated positive media coverage about Downtown Miami in diverse international media outlets such as the Wall Street Journal, NBC Today Show, CNBC, Financial Times, Travel & Leisure, USA Today and the New York Times, among many others.

We made the world take another look and see Downtown for the economic engine that it is; show the rapid population growth and significant infrastructure investments that happened over the past few years. Downtown today is teeming with employees by day, residents by night, and tourists and visitors all year round. Today, Downtown Miami is increasingly seen as an international destination—an urban alternative to South Beach, a 24-hour residential area, and an ideal place to do business.

### Did You Know?

-  We launched the first-ever directory of restaurants, entertainment and wellness for Downtown Miami—in both online and print.
-  We launched and facilitate a Hotel Advisory Group, which provides downtown hotels with a platform for combined marketing efforts to attract more visitors and conferences. It further serves as a communication vehicle for news and updates from the District.
-  We inked a marketing partnership called “Miami: Where Worlds Meet” with the Greater Miami Convention & Visitors Bureau, Beacon Council, Port of Miami, Miami International Airport, Baptist Hospital, and American Airlines to target consumers in top feeder markets such as Brazil, Canada and the New York region.

# New Business Development






Corporate headquarters. Global banks. Diverse retailers. Luxury hotels. Miami DDA supports new business development initiatives with recruitment, incentive, and research programs that aim to attract new investment to the urban core.

From recruiting and site selection to permitting and grand openings, Miami DDA is building relationships with companies of all sizes and offering the support they need to succeed. That's part of the reason why Downtown Miami is emerging as one of the fastest-growing urban centers in the nation. Thirty-four net new businesses have opened in the past year, with an additional 27 already slated for 2011.

### How Can We Help You?

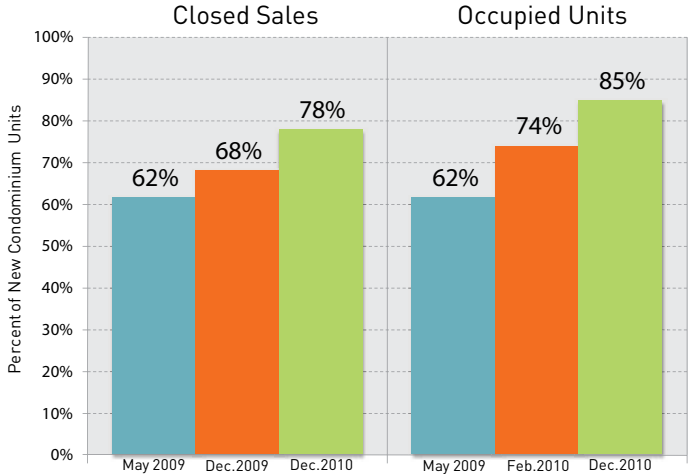
- Site Selection Assistance
- Economic Trends
- Permitting Assistance
- Online Retail Space Finder
- Maps & Aerial Photography
- Market Research
- Demographics
- Tax Incentive Information
- Geographical Information System (GIS)
- Relevant Studies & Research

### Did You Know?

-  We helped bring Publix and Whole Foods to the urban core.
-  We invested \$150,000 to help 17 businesses complete property improvement projects.
-  We launched the Office Advisory Group to serve office brokers.
-  We gave a \$25,000 grant to launch Downtown's first technology incubator.
-  We publish a bimonthly newsletter to keep the real estate and business community up to date on information that helps them make informed decisions.



Recorded Sales And Occupancy Trend New Condominiums – Downtown Miami Area



Source: Goodkin Consulting/Focus Real Estate Advisors, LLC Strategic Alliance



## Planning for Tomorrow's Downtown Today

Miami has long been known as the "Gateway of the Americas". Our recently-completed 2025 Downtown Miami Master Plan envisions Downtown Miami as the "Epicenter of the Americas" and provides a roadmap for making Downtown more vital and successful. With a variety of projects underway focusing on mobility, connectivity, and creating great streets and green spaces, we are actively planning and developing programs to move Downtown's vision into reality.

As part of the effort to elevate our grand boulevards to prominence, we have created the Flagler Street Task Force. It is a multi-disciplinary group tasked with finding solutions to the persistent issues of Downtown's signature street. The task force is a concerted effort between businesses, property owners and the Miami DDA.

### Did You Know?

- ▮ The 2025 Downtown Miami Master Plan was approved in October 2009 and more than 75% of its recommendations are already being implemented.
- ▮ We completed a comprehensive vehicular, pedestrian and parking signage & wayfinding program to help guide residents and visitors to downtown destinations.
- ▮ We developed a conceptual streetscape design for South Miami Avenue, the entertainment and retail heart of Downtown Miami's Brickell neighborhood.
- ▮ We partnered with the Metropolitan Planning Organization to prepare a Bicycle/Pedestrian Mobility Plan that details a wide variety of policy and infrastructure improvements throughout Downtown.
- ▮ We worked with the Urban Land Institute to explore the potential benefits of developing a Downtown Miami conference center.
- ▮ We are developing and exploring alternatives to transform Biscayne Boulevard into one of the world's "great streets."

## South Florida's Urban Destination

South Florida is looking for something new to do—and Downtown Miami offers plenty. From festivals and races to sports and museums, from restaurants and nightclubs to concerts and boutiques, Downtown Miami has diverse events to offer South Florida residents—and South Florida residents are responding.

Produced in partnership with the Knight Foundation, our DWNTWN Miami Concert Series is entertaining the South Florida masses. Our free Friday sunset concerts in Bayfront Park have featured an eclectic array of music as diverse as our community. Downtown workers, residents and visitors gather with their friends and families to picnic in the park.

### Did You Know?

- Our DWNTWN Miami Concert Series drew over 7,000 people into Bayfront Park throughout season 3 to enjoy live music under open skies. It was named “ Best Concert Series” 2009 by Miami New Times.
- We hold regular “Meet Your Neighbors” events that introduce Downtown residents to neighborhood businesses. Residents enjoy samplings of menus, fashion shows, art, fitness demos and more.
- We sponsor the Miami International Film Festival each March so Downtowners can enjoy new and additional programming right in their backyard at the Gusman Center for the Performing Arts.
- The Miami Book Fair International is welcomed by us on an annual basis. This internationally recognized fair which is organized by Miami Dade College has been a staple of downtown for over 25 years.
- We support sporting events that promote health and wellness, like the ING Miami Marathon and the Mercedes Benz Corporate Run.





## What is Miami DDA?

The Miami Downtown Development Authority (Miami DDA) is an agency charged with making Downtown Miami the most livable urban center in the nation and strengthening its position as an international center for commerce, culture, and tourism.

## How Does Miami DDA Work?

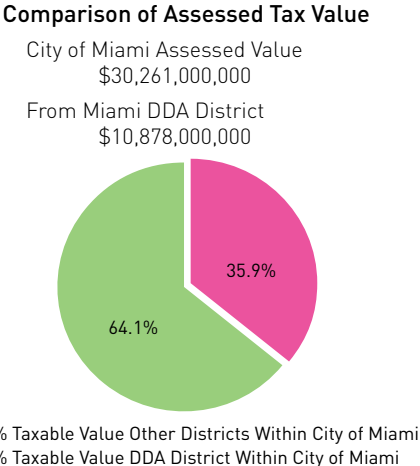
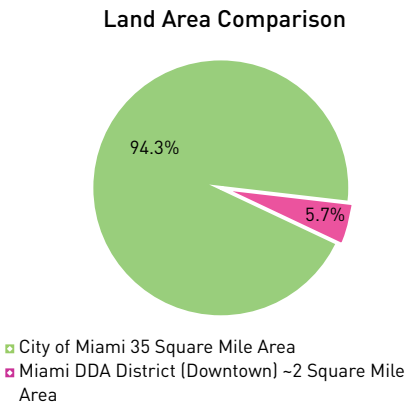
The Miami DDA is an independent public agency of the City of Miami funded by a special tax levy on properties in its district boundaries. A 15-member Board of Directors with three public appointees and 12 downtown property owners, residents and/or workers governs the agency and sets policy. The Board's policy direction is implemented by the Executive Director's oversight of a multi-disciplined management team organized around; business development and research; urban design and transportation; quality of life and services; & marketing and public relations.

## What Does Miami DDA Do?

- Information Clearinghouse for Downtown Miami
- Business Recruitment & Technical Assistance
- Market Research & Data Collection
- Sponsorship & Partnership Building
- Urban Design & Transportation Planning
- Program Development & Implementation
- Beautification & Greening
- Capital Improvement Project Coordination
- Marketing & Public Relations
- Quality of Life Enhancement Services
- More info at [MiamiDDA.com](http://MiamiDDA.com)








# A Voice for Downtown Miami Stakeholders

Downtown Miami is the City of Miami’s lead economic driver. While the Miami DDA’s district covers just under 2 square miles and is less than 6% of the land area of the City of Miami, it is the largest contributor to the tax base – with 35.9% of the assessed tax base for the entire city. With so much at stake, the Miami DDA serves as a voice and advocate to enhance the quality of life for Downtown Miami businesses, residents and visitors. The DDA has consistently called for and supported initiatives, legislation, and policies at all levels of government.



Additionally, we work regularly to position Downtown Miami at the front of the line with federal, state, county, and city agencies to ensure key projects within the district are adequately funded and implemented. As a result of our efforts, we have secured funding for a number of critical measures, including parks and capital improvements, prioritization of infrastructure improvements, and improved policies and ordinances.

### Did You Know?

-  At the urging of the Miami DDA, the Miami-Dade Metropolitan Planning Organization took the unprecedented action of adopting the Downtown Bicycle-Pedestrian Mobility Plan.
-  Our advocacy efforts resulted in an allocation of \$1.8 million for South Miami Avenue street improvements.
-  We are leading the charge to ensure a world-class Downtown waterfront through implementation of the Museum Park Master Plan.
-  We are keeping the pressure on the City to establish trolley service, the County to improve the quality of Metromover service, and the State of Florida to reintroduce passenger rail service into Downtown along the South Florida East Coast Corridor.
-  We joined with the Port of Miami to secure adequate funding for essential improvements including the port tunnel, rail reintroduction, and the deep dredge.
-  We successfully pressed for expansion of the Downtown no-panhandling zone.
-  We rallied more than a dozen State, County, and City departments to improve their level of service through the “Get It Done” Task Force.

## DDA Goals:

- Enhance our position as the business and cultural epicenter of the Americas
- Leverage our beautiful and iconic tropical waterfront
- Elevate our grand boulevards to prominence
- Create great streets and community spaces
- Promote transit and regional connectivity



## Miami DDA Leadership



**Marc Sarnoff**, Chairman  
City of Miami District 2 Commissioner



**Neisen Kasdin**, Vice Chair & State Cabinet Representative  
Share Holder, Akerman Senterfitt



**Bruno Barreiro**, County Commission Representative  
Commissioner, Miami Dade County



**Alvin West**, Board Treasurer  
Sr. Vice President/CFO  
Greater Miami Convention & Visitors Bureau



**Tony Alonso**  
President & CEO, La Epoca Department Store



**Jose Goyanes**  
Owner, Metro Beauty Center, Churchill's Barbershop,  
Tre Restaurant, and Downtown Miami Resident



**Jerome Hollo**  
Vice President, Florida East Coast Realty



**Hank Klein**  
Vice Chairman,  
Blanca Commercial Real Estate, Inc.



**Danet Linares**  
Executive Vice President,  
Blanca Commercial Real Estate, Inc.



**Miroslav "Misha" Mladenovic**  
President, m2e Consulting Engineers



**Dr. Rolando Montoya**  
President, Miami Dade College Wolfson Campus



**Nitin Motwani**  
Managing Director, Miami Worldcenter Group, LLC.



**Alan Ojeda**  
President, Rilea Development Group



**Oscar Rodriguez**  
Downtown Miami Resident



**Kim Stone**  
Executive VP & GM The Heat Group  
AmericanAirlines Arena



Miami is a young city—just barely over 100 years old. And yet Miami is mentioned in the same discussions as American “meccas” like Manhattan, L.A. and Boston. In fact, Downtown Miami is now competing with its fellow gateway cities on a global scale.

Through your support, the Miami Downtown Development Authority (DDA) is making great strides towards our 2025 Downtown Miami Master Plan, which positions Downtown Miami as the “Epicenter of the Americas” —a metropolitan hub for two continents. The plan leverages natural assets and plans projects that will thrust Downtown Miami on the global scene in an even greater way over the next 15 years.

But Downtown Miami isn’t merely a city of the future. As you know, the magic is happening right now. We have built high-rise condos and helped usher restaurants into an area that was previously shut down after dark. Our performing and visual arts centers are drawing diverse audiences downtown. And despite one of the most challenging economic environments in recent history, we are attracting a record-breaking number of businesses that are enhancing the quality of life for residents and visitors and transforming Downtown Miami into a true 24-7 urban center.

Alyce M. Robertson  
Executive Director  
Miami Downtown Development Authority



Downtown Miami is in a prime position for long-term, sustainable growth while other metropolitan areas are scratching their heads trying to figure out how to curb urban sprawl. With the residential and

office infrastructure in place, the heavy lifting is behind us. We’ve created a truly great waterfront city with green spaces and pedestrian-friendly areas where live, work and play is a reality even now—and we’re not done yet.

The Miami DDA has economic development and quality of life projects in the works that will continue fostering a climate that encourages new investment into Downtown Miami. We’re actively working with our public officials and the private sector to drive more job creation, a stronger transportation infrastructure, and economic growth. Downtown Miami already offers an enviable quality of life, the convenience of urban living, and an unmatched mix of services and entertainment that’s attracting people from all over the world. The future is bright.

Marc Sarnoff, Chairman  
City of Miami District 2 Commissioner



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