

Miami Downtown Development Authority

ANNUAL REPORT 2016 | 2017



About Us:

The Miami Downtown Development Authority is an independent agency of the City of Miami funded by a special tax levy on properties within its district boundaries. The agency is governed by a 15-member board of directors, which includes three public appointees and 12 downtown property owners, business owners, and/or residents. The board sets policy direction, which is implemented by a multi-disciplinary team under the oversight of the executive director.



Our Mission:

The Miami Downtown Development Authority's mission is to grow, strengthen and promote the economic health and vitality of Downtown Miami.

As an autonomous agency of the City, the Miami DDA advocates, facilitates, plans and executes business development, planning and capital improvements, and marketing and communication strategies.

We commit to fulfill our mission collaboratively, ethically and professionally, consistent with the Authority's public purpose.

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22 2025 Downtown Master Plan

MESSAGE TO OUR DWNTWNRS

Dear Downtown Stakeholder:

Downtown Miami is currently undergoing one of the most dynamic urban transformations in our region's history, and at the center of this renaissance is the Miami Downtown Development Authority.

Nearly 90,000 residents now live in Greater Downtown, and thousands more are expected to come within the next five years. The district's residential base is young and educated, with more than 60% of Downtown residents obtaining at least some form of college education, and roughly half falling between the ages 20 and 44.

Vacant and shuttered storefronts that once defined Miami's city streets have now been replaced by sidewalk cafes, gastro pubs and locally-owned boutiques. Roadways that were once little more than commuter passageways are now filled with joggers, strollers and farmers' markets.

This activity is yielding a wave of commercial investment, new ideas and the capital to help fund them. In fact, according to the Kauffman Foundation, Miami now ranks No. 1 among the 40 largest metro areas in the U.S. for startup activity and the second most visited city all of the Americas according to Euromonitor 2017.

Additionally, Downtown Miami is a fertile ground for arts and culture. From the Perez Art Museum Miami, Adrienne Arsht Center for the Performing Arts, and the brand-new Frost Museum of Science, Downtown Miami is now home to the highest concentration of cultural institutions in the Southeast.

But for all the progress made, Miami DDA is ensuring that Downtown Miami's best days still lie ahead.

Through its Downtown Miami 2020 Master Plan, Miami DDA has a sustainable blueprint for the future and is already working hard to fulfill it. This includes transportation and walkability initiatives such as Biscayne Green and Baywalk-Riverwalk; improving and expanding public education access within district boundaries; and advocating for greater investments at the street level to boost quality of life for the hundreds of thousands who live, work and visit Downtown Miami each day.

The Miami DDA has no shortage of big ideas and has the will to take these from vision to reality, and together with its partners at the City, County, and private sector, Miami DDA can continue building a Downtown Miami core that will fuel our regional growth for decades to come.

If you would like to stay engaged in the priorities of the organization through the various Committees and Task Forces are all open to the public. Please visit www.miamidda.com for details:

Arts, Culture and Entertainment Committee	Nominating Committee
Business Development and Marketing Committee	Flagler Street Task Force
Quality of Life Committee	Homeless Task Force
Transit, Connectivity and Mobility Committee	DRI Task Force
Urban Placemaking Committee	Resiliency Task Force
Finance Committee	Expansion Task Force
Executive Committee	Olympia Theatre Task Force

Sincerely,



Alyce M. Robertson

Executive Director

Miami Downtown Development Authority



Ken Russell

Miami DDA Chairman and City of Miami

District 2 Commissioner



Biscayne Green

When looking out on Biscayne Boulevard, some people see parking lots, the Miami DDA sees opportunity for more green space and activity. To help people dream of the possibilities, the Miami DDA planned, built, and hosted Biscayne Green, a one-month public space intervention on three medians. Working with its partners, the Miami DDA transformed 101 parking spaces and two travel lanes into a dynamic open space featuring 26 events and attracting more than 21,000 people. Praised as a huge success, Biscayne Green garnered tremendous positive feedback, community support, and Awards of Excellence from both the Florida American Society of Landscape Architects and the International Downtown Association.

To be clear, Biscayne Green was not just an event, it was a movement. The 2025 Downtown Miami Master Plan specifically calls for the promotion and prioritization of transit, pedestrians and cyclists, enhancing safety and walkability of Downtown streets. In that vein, Biscayne Green is the Miami DDA's vision to redesign and repurpose Biscayne Boulevard to include a pedestrian promenade that encourages walking, bicycling, flex space and enhanced connections to downtown's parks.

In 2011, the Miami DDA initiated a comprehensive study of streetscape design alternatives to leverage the beautiful sidewalks designed by Brazilian architect Burle Marx into a redesign of six blocks of Biscayne Boulevard from SE 1st Street to NE 5th Street. The Miami DDA conducted stakeholder interviews, public workshops and partner agency outreach with the City of Miami, Miami-Dade County, and the Florida Department of Transportation (FDOT), among others.

Ten street alignments were examined including road diets, green design, re-design and re-invent concepts. The City of Miami conducted traffic analyses on all alternatives including modeling of existing, planned and proposed development and noted sufficient traffic capacity to eliminate lanes.

In 2014, the Miami DDA Board of Directors approved a Preferred Alternative that provides for a "Grand Pedestrian Promenade" within the landscaped median, a reduction of vehicular lanes, on-street parking, widened sidewalks and a protected bike lane. The Board's intent was to elevate Biscayne Boulevard into one of the great streets, such as Paseo de Prado, Las Ramblas, Rose Kennedy Parkway and the Champs Elysees.



"Community and beautification initiatives such as Biscayne Green provide additional incentives for people to visit downtown, breaks down negative associations and can encourage consumers to grab a bite/drink at one of the many restaurants nearby -- overall win-win for everyone!"

In January 2017, the Miami DDA debuted the vision and gauged public support through the piloting of Biscayne Green. This one-month project was possible thanks to funding from Knight Foundation and The Miami Foundation, and support from community partners, including: Miami-Dade County Parks, FDOT, Miami Parking Authority (MPA), and the City of Miami. By showcasing possible placemaking, walkability and connectivity improvements, people experienced firsthand how traffic lanes and parking lots can be repurposed into a local entertainment, recreation and green space destination.

Following the overwhelmingly positive response to Biscayne Green, FDOT awarded the City of Miami and the Miami DDA a grant to conduct a lane elimination analysis. This study will evaluate the impacts and feasibility of eliminating lanes of vehicular traffic in each direction from Biscayne Boulevard to increase multimodal safety, operations, and connectivity. Future steps include working with partners such as the MPA, the Brazilian consulate, FDOT, the City and the County to advance design development and finance construction. For more information, please visit: www.biscaynegreenmiami.com/

Millage History

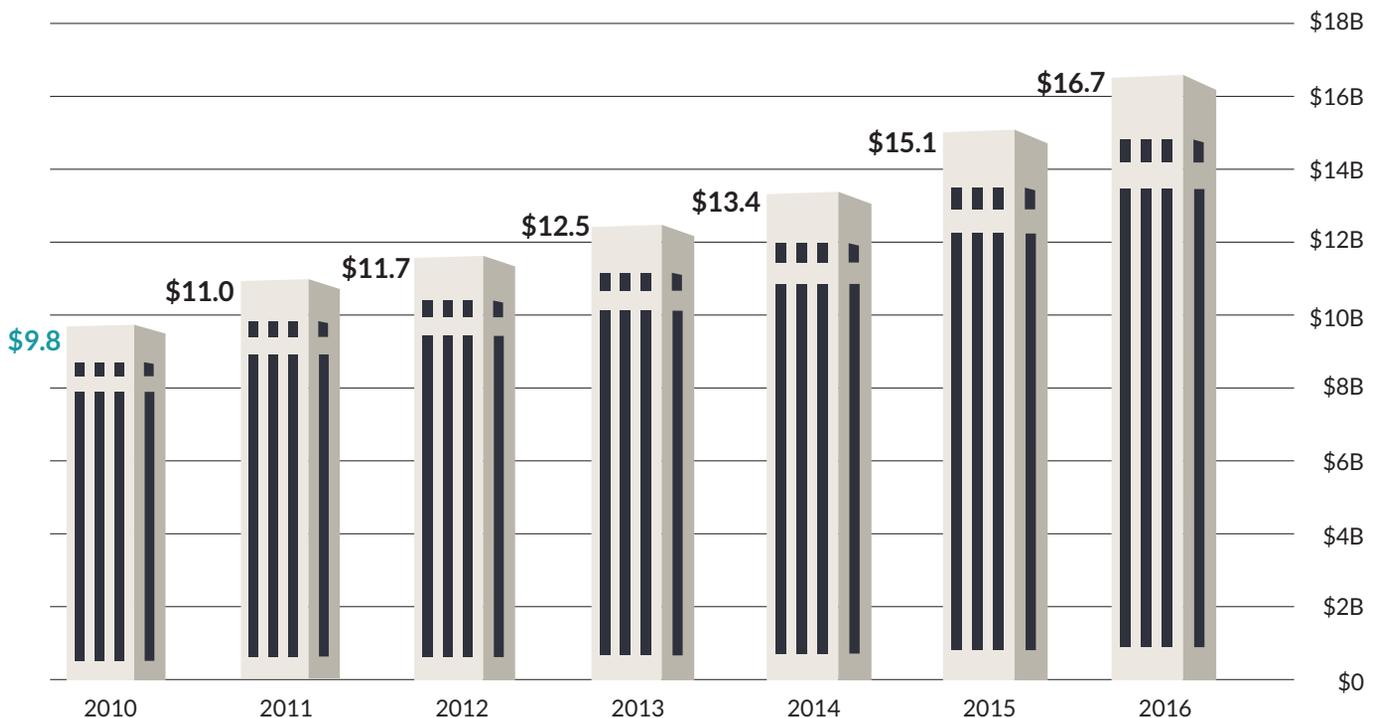
The 2016 taxable value of the Miami DDA district rose from \$15.13 billion to \$16.68 billion, representing a 10.25% increase (prior year's increase was 12.7%). At an established millage of 0.4681, this generated \$9.1 Million in ad valorem revenue.

Downtown property values represent roughly 37% of the City of Miami tax base.

1965-2011	Established millage set ar 0.5 (maximum)
2011-2015	Millage reduced to 0.478 during recession
July 2015	Florida Statutes (189.056) modified maximum millage to 0.475
FY 2015/16	Millage set at 0.4681
FY 2016/17	Millage set at 0.4681

Growth in Downtown Miami

Miami DDA District Annual Taxable Value

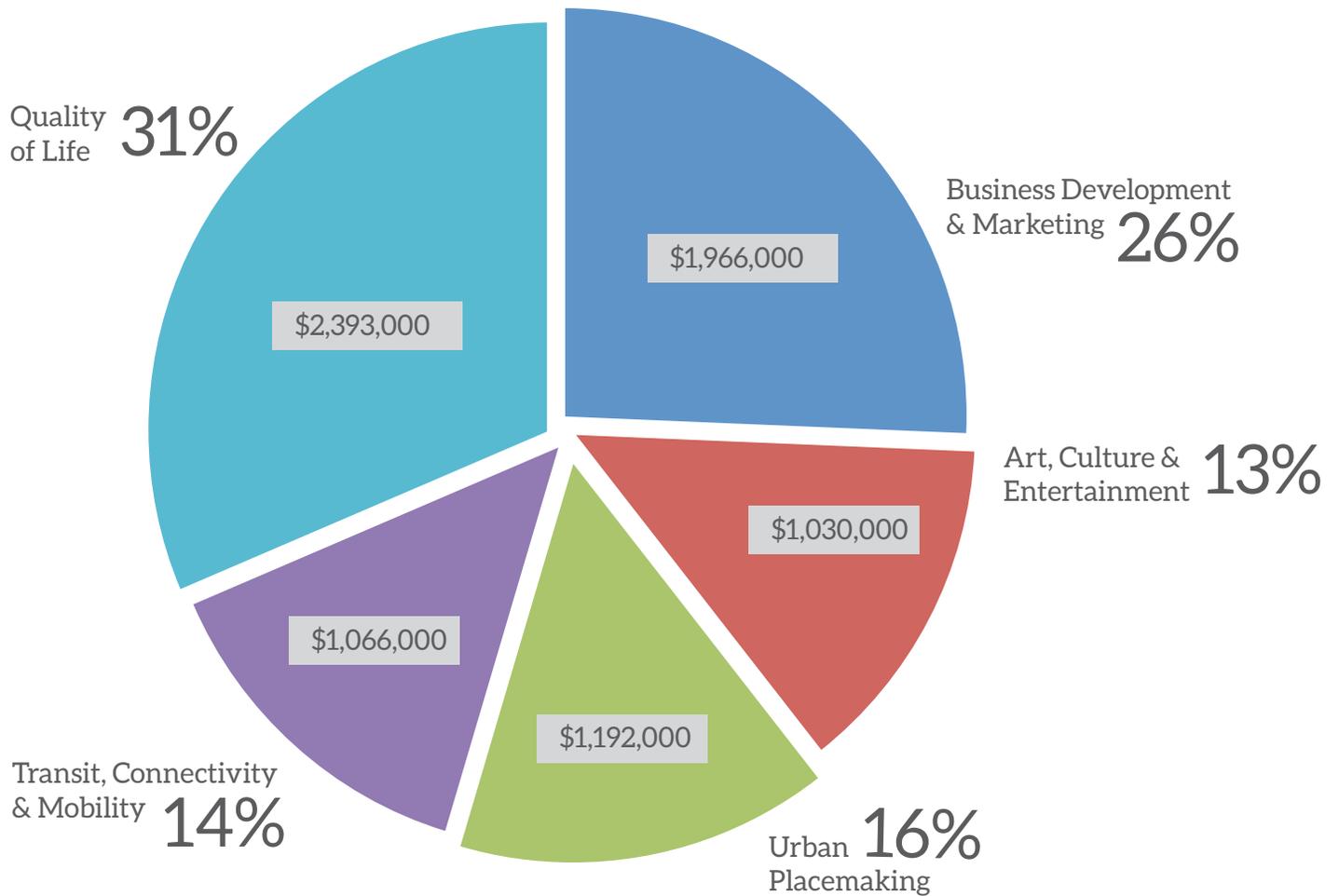


Property values have consistently increased since 2010. Average condo value in the Miami DDA District is \$305,000 which at a 0.4681 millage results in a approximately \$143 per household.

Budget Overview

Our 2016-17 operating expenditure budget of \$9.064 Million, reflects a 2% increase from last year's budget of \$8.892 Million. This budget includes a Tri-Rail contribution of \$300K - part of a total \$1.267 Million commitment, 4 new positions (Business Concierge, Pit Stop Supervisor and two additional Ambassadors), (134k) in matching Incentives and various other new and expanded programs.

Budget by Program Area



Miami DDA Committees

2016 saw a reevaluation of the five main goals of the 2025 Downtown Miami Master Plan. With that the Board of Directors of the Miami DDA chose to restructure its committees to reflect each of the five main goals, ensuring that each project and initiative taken on by the agency leads us towards the future set forth in the master plan. Below are the five committees of the Miami DDA Board of Directors and their main purpose.



Transit, Connectivity & Mobility

Guide the Miami DDA's programs pertaining to public transportation, pedestrian and bike mobility, traffic mitigation efforts and regional connectivity.

Arts, Culture & Entertainment

Promote and develop Downtown Miami as a destination for Arts, Culture and Entertainment.



Business Development & Marketing

Guide the business development, education initiatives as well as tourism and marketing efforts.



Urban Placemaking

Guide the Miami DDA's efforts to create community spaces, improve the public realm, transform streets and make Downtown's waterfront accessible.

Quality of Life

Guide the Miami DDA's Quality of Life programs, including clean & safe, beautification, homelessness, assistance to existing businesses, voter initiative and property improvement grant programs of the Miami DDA



Leadership, Advocacy & Operations

Miami DDA facilitated an advocacy agenda to promote Downtown investment and favorable legislation at local, state, and federal levels of government. Staff conducted ongoing legislative monitoring and attended meetings with key elected officials and stakeholders addressing issues such as Flagler Street Beautification Project, approval of the DDRI Increment III, pedestrian mobility, transportation, Brickell Bridge, Biscayne Green, Baywalk, homelessness, affordable housing, and education. Miami DDA met with State legislators and officials in Tallahassee, President's Advisory Team and Secretary of Labor in Washington DC, and participated in numerous forums and workshops addressing concerns of Downtown residents and businesses.



Impacting Our Surroundings



DWNTWN AMBASSADORS

- Provided 51,508 "hospitality assists" & 1,052 safe walks
- Reported 229 incidents
- Participated in 87 events throughout the District
- Engaged participants at 39 home games for the Miami HEAT



DWNTWN ENHANCEMENT TEAM (DET)

- 6,651 graffiti instances removed from public structures
- 127 blocks of sidewalks power-washed
- 18,220 (55-gallon) bags of trash removed from Downtown
- 235 landscape planters & 254 trash receptacles maintained
- 234 instances of illegal dumping removed
- 9 trees and 3,634 shrubs installed
- Watered and fertilized new and existing landscape



PIT STOP

- Toilets have been used over 77,143 over the past 2 years
- More than 100 flushes per day!
- Restrooms are open 7 days a week (8:30 am to 8:30 pm)
- First free, stand-alone permanent public restroom to be installed in early 2018



Arts, Culture & Entertainment

Committee Chair: Kim Stone
Staff Liaison: Kim Hills



ART DAYS

Art Days is designed to bring together and promote the artistic community, highlighting art exhibitions and cultural activities in Downtown. Working in partnership with Downtown's art + culture organizations and artists, Art Days is a three-day cultural exploration that incorporates free events, exhibitions, and activities that showcase our arts + culture + entertainment scene, engaging the residents and visitors to experience and enjoy our beautiful Downtown.

GRANT PROGRAMS

The Downtown Projects Funding Grants are designed to encourage and support special cultural and community projects taking place in Downtown Miami. These grants provide seed funding for new programs and innovative ideas. Past recipients include Buskerfest, HistoryMiami, Brickell Run Club, Olympia Theater and more.

PROMOTIONS

The Miami DDA assists new businesses and events in promoting themselves to all Downtown stakeholders, residents, and businesses on our website, in DWNTWNR e-newsletter and on social media outlets. Development of the Miami DDA mobile app is underway and will add another channel of communication to reach those who live, work and visit Downtown Miami. Our mobile app will feature downtown events, hotels, arts + culture + entertainment events, restaurants, shopping and more.





Business Development & Marketing

Committee Chair: Nitin Motwani
Staff Liaison: Nicholas Martinez
Elena Bondarenko
Kim Hills



EDUCATION

Miami DDA recognizes that improved educational offerings are critical for the growing Downtown Community and school excellence is one of the most powerful economic drivers in today's economy. Miami DDA is addressing this need through active discussions with both public and private sector stakeholders, parent advocacy groups, and governmental entities. Miami DDA was instrumental in MDCPS's decision to allocate over \$ 50 million to expand and improve schools in the urban core. In collaboration with MDCPS, we have conducted a survey of educational needs and will be issuing the results geared to improve educational options in the district. We continue to fund educational programs for the Downtown organizations and engage in active community forums.



RESEARCH

The Miami DDA is an objective information clearinghouse who provides reports and maps that uncover the dynamic changes reshaping the Downtown landscape for investors, developers, and brokers, supporting the delivery of new projects and businesses to Downtown Miami.

Notably, the Miami DDA research section released 2 major Residential Market Studies, an updated Office Market Report, and a reimagined Retail Market Study. The Mid-year Residential Market Study explored the maturity of real estate development in the urban core. The cycle is at a mid-point where more condo units have now been completed than are under construction. The shifting focus to conventional apartments is notable, and rents in the newly available buildings are commanding a premium over existing product. The Office Market Report underscored Downtown Miami's health in leasing, with current per square foot rates exceeding pre-recession prices. Finally, the Retail Market Study showcased the major retail nodes that make up the varied neighborhoods within Greater Downtown Miami; major projects like Brickell City Centre and Miami World Center are redefining Downtown Miami as a major retail destination.

“The growing population of sophisticated young adults, many with disposable incomes, has heralded a cultural transformation in Miami’s central core.”

Travel Weekly

BUSINESS DEVELOPMENT

Miami DDA's business development goal is to support a strong Downtown economy by providing services that help foster economic growth. Miami DDA staff helps local businesses promote their openings and actively recruits new to market firms - focused on finance, tech, tourism, real estate and international headquarters. Miami DDA's new Business Concierge services help existing and new businesses navigate permitting and other governmental processes.





Business Development & Marketing



MARKETING + COMMUNICATIONS

The new Miami DDA website is the clearinghouse for information on all things happening in Downtown. From sunshine meetings to construction projects, from dining options to events, our new website has all of this information and more.

In addition, the Miami DDA e-newsletters and social media outlets are used to keep our Downtowners informed of new business openings, road closures, construction updates and everything in between.

In an effort to efficiently reach all of our Downtown stakeholders, the Miami DDA continuously reaches out to the community through in-person meetings, presentations, calls, emails and direct mailers.

PUBLICATIONS + DISTRIBUTION

The Miami DDA produces a variety of publications, all of which are available upon request and downloadable on our website: www.MiamiDDA.com. We provide information about the area and what's under construction in our Market Insights report, in addition to various transit options in our Getting Around Downtown pamphlet. There's also this Annual Report, the Dining Guide and more, all of which can be found on our website.



DESTINATION DOWNTOWN

The Miami DDA works closely with partners from the Greater Miami Chamber Visitors Bureau to the Greater Miami & the Beaches Hotel Association, as well as the arts + culture + entertainment venues to promote Downtown as a must-see destination. As part of this effort, the team annually participates in U.S. Travel's IPW (International POWWOW) and exhibits at Florida Huddle. As a result, Miami DDA staff has met with over 150 national and international tour operators at these events in 2017 alone.

QUALITY OF LIFE

Committee Chair: Gary Ressler
Staff Liaison: Jennifer Rodero



DOWNTOWN AMBASSADORS

Downtown Ambassadors continue helping to create a vibrant downtown community through hospitality and security related services in the district. The friendly 20-member team wearing bright orange shirts are approachable and welcoming. They offer suggestions on things to do, visit businesses to deliver information, provide directions and safe-walks. Ambassadors also keep an eye out for safety concerns that arise and serve as an extra set of eyes to the City of Miami Police.



EXPANDING SERVICES WITH NEW PARTNERSHIPS

The Miami DDA has collaborated with many organizations to further our vision for Downtown. Through these key relationships, we have been able to expand the reach of one of our organization's most successful programs, the DWNTWN Enhancement Team. In 2017, the OMNI Community Redevelopment Agency, the Miami DDA and Chapman Partnership joined forces to launch a Clean Team. Funded by a grant, the 6-member team works exclusively within the OMNI CRA boundaries.





DWNTWN ENHANCEMENT TEAM (DET)

The Miami DDA continued its partnership with Camillus House; offering employment opportunities to economically disadvantaged and formerly homeless individuals. Dressed in bright yellow uniforms, the highly visible 36-member team helps enhance the public realm by eliminating graffiti, sweeping streets, removing litter, and performing landscape maintenance.

Additionally, the DDA in collaboration with Miami-Dade County's Neighborhood Enhancement Action Team (NEAT), continue to improve the quality of life in Downtown through landscape enhancement. The NEAT team maintains several street medians, green spaces, gateways, and provides proper tree pruning to promote a safe and healthy canopy throughout the Miami DDA District.



DOWNTOWN MIAMI SPECIAL VENDING DISTRICT

Miami DDA managed and enforced the Downtown Street Vendor Program for the City of Miami.

- 10 locations allocated during Annual Lottery
- Conducted bi-monthly and quarterly inspections
- Assisted Miami Police Department in monitoring and reducing illegal vendor activity



HOMELESSNESS

The Miami DDA Homeless Task Force works in collaboration with the City of Miami, Miami-Dade County Homeless Trust, and Camillus House among others, on holistic solutions to address Downtown's most vulnerable population, yielding approximately 150 shelter beds. Miami DDA was instrumental in supporting the new Mental Health Diversion Project and securing the funding of over \$30 million from Miami-Dade County. In this upcoming year, Miami DDA will be advocating for the expansion of the Lazarus project and addition of two dedicated case workers/peers for Downtown.



Transit, Connectivity & Mobility

Committee Chair: Alan Ojeda
Staff Liaison: Patrice Gillespie-Smith

SMART Plan

The Strategic Miami Area Rapid Transit Plan (SMART) intends to advance six of rapid transit corridors, along with a network system of Bus Express Rapid Transit (BERT) service, in order to implement mass transit projects in Miami-Dade County that ultimately will feed into Downtown. While Downtown is the most accessible neighborhood by transit, large population centers still must rely on automobiles to access Downtown. To ensure the SMART Plan moves forward, the Miami-Dade Transportation Planning Organization (TPO) Governing Board directed the Miami-Dade TPO Executive Director to work with the TPO Fiscal Priorities Committee to determine the costs and potential sources of funding for Project Development and Environment studies and to take all necessary steps to implement the SMART Plan. Just recently, the TPO voted to make the North and the South Corridors their number one priority. As such, the TPO will prioritize resources to get these corridors built first. Additionally, the Miami Dade Expressway Authority (MDX) has announced plans to begin rapid transit service on the shoulders of SR 836. Finally, the realization of Tri-Rail service Downtown will help realize the Northeast Corridor.

For more information visit www.miamidadetpo.org/smartplan.asp

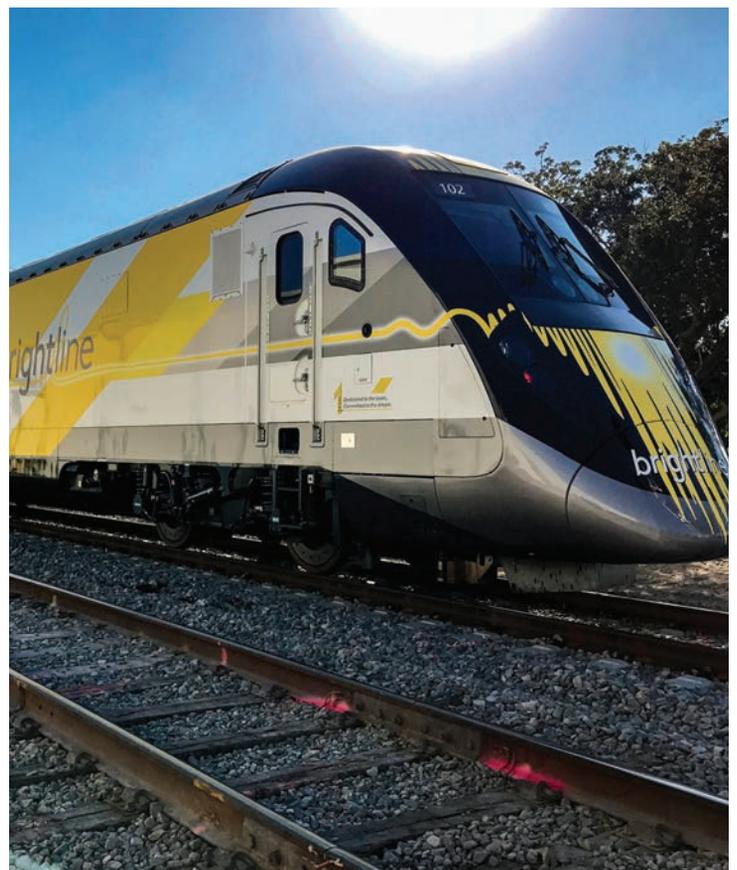




MiamiCentral Station / Brightline / Tri-Rail Downtown Miami Link

MiamiCentral Station is a mixed-use, multimodal train station in Downtown Miami currently under development by Florida East Coast Industries (FECI). The Station will connect All Aboard Florida's Brightline train and Downtown Tri-Rail routes to the existing Metrorail and Metromover transit systems and provide a 24-hour retail, business, and, residential complex. For more info visit www.allaboardflorida.com

Tri-Rail Downtown Miami Link is an extension of the current Tri-Rail commuter train into Downtown Miami being developed alongside All Aboard Florida's MiamiCentral Station. Ultimately, the service will provide a direct, "one-seat ride" connection between Downtown and dozens of South Florida communities along the I-95 corridor currently served by Tri-Rail. The Miami DDA joined private, public, and non-profit leaders to provide the necessary funding to bring Tri-Rail directly into Downtown Miami's Central Station. For more info visit www.sfrta.fl.gov





URBAN PLACEMAKING

Committee Chair: Jerome Hollo
Staff Liaison: Patrice Gillespie-Smith



The proposed future of the Miami Baywalk: credit Savino Miller Design Studio

Baywalk / Riverwalk

The Miami Baywalk-Riverwalk are connected/overlapping publicly accessible pedestrian corridors for walking and biking along Downtown Miami's two beautiful waterfronts: Biscayne Bay and the Miami River. The Miami DDA is currently working on two transformative initiatives:

1. **Development of Miami Baywalk-Riverwalk's Unifying Design Element & Brand Development**
2. **2017 Baywalk Activation Grants**

This Summer the Miami DDA issued a Request for Proposals, seeking concepts to develop a unifying design element (or palette of elements) and brand identity for Miami Baywalk & Riverwalk. No other project on the waterfront has the potential to celebrate Miami's unique heritage, create access from our diverse neighborhoods to the waterfront, ensure resiliency and generate a legacy for generations to come.

This summer, the Miami DDA launched the Baywalk Activation Mini-Grant Program to inspire activation ideas that engage all walks of life in an area that is still disconnected and underutilized. Programs will run from January to May of 2018, and bring increased activity, attention and excitement to our waterfront.

Creating Vibrant Open Spaces

“For 10 days in May, Connect Miami challenged residents and employees in Miami-Dade to step out of their comfort zones and connected with more than 15,000 participants.

As a partner, Miami DDA hosted a public workshop asking people to weigh in on their favorite green spaces, improve parks, and how to activate our streets to serve all populations. Through interviews, map-marking and drawing, participants offered insights on how to achieve more open spaces and how to make our existing parks more welcoming, particularly in regards to programming, ballfields and adding tree canopy/shade.”



FLAGLER STREET RECONSTRUCTION

The Flagler Streetscape Project, from Biscayne Boulevard to NW 1st Avenue, will serve as a catalyst to revitalize Downtown’s Central Business District, attract more people to the urban core, and create a walkable, retail and restaurant-friendly environment. The project is funded with participation from the City of Miami, Miami-Dade County and Flagler Street property owners.

Construction began in January 2016, 4 phases have been completed. In May 2017 the City of Miami selected a new contractor and the Miami DDA hired an Owner’s Representative to guide future construction efforts. For more info visit www.flaglerstreetmiami.com

Downtown’s first Complete Street: SE/SW 1st Street

In August 2017, the Miami DDA with its partners, Miami-Dade County and the City of Miami, launched a 12-month pilot of Downtown’s first Complete Street featuring dedicated bus and bike lanes. Through this demonstration project, the Miami DDA hopes to learn how to accommodate all modes of transportation and our growing population. The use of multiple modes the Miami DDA has partnered with the Miami Police to provide education and enforcement of the new alignment. Furthermore, a robust evaluation will be conducted to determine the impact of the pilot concept. For more info visit www.miamistreetsforpeople.com





MIAMI DDA DISTRICT

Demographics		Market Demand	
Total Population	52,838	Residents Expenditures	
Race and Ethnicity		All Retail	\$656.3 Million
% White	27.7%	Apparel	\$92.2 Million
% Black	8.6%	Grocery	\$111 Million
% Asian	3.6%	Household Furnishings	\$34.4 Million
% Other	4.6%	Music, Radio, Television	\$14.9 Million
% Hispanic	55.5%	Personal Care	\$48.2 Million
Median Age	34	Restaurants	\$117.8 Million
Total Households	29,936	Workers & Visitors	\$1.7 Billion
Market Stability		Business Environment	
Income Profile		All Businesses	9,109
Median Household Income	\$91,989	Estimated Revenues	\$18.6 Billion
Average Household Income	\$111,305	Employees	114,417
% Owner Occupied Housing	29%	Medium and Large Business	353
% Renter Occupied Housing	71%	Estimated Revenues	\$8.6 Billion
Educational Attainment		Employees	64,591
Total Population (25+)	41,935	Micro & Small Business	8,756
High School Graduate	11%	Estimated Revenues	\$10 Billion
Higher Education	81%	Employees	49,826

Source: Synergos Technologies - PopStats, Miami DDA, Social Compact

MIAMI DDA BOUNDARY MAP

2025

DOWNTOWN MIAMI MASTER PLAN

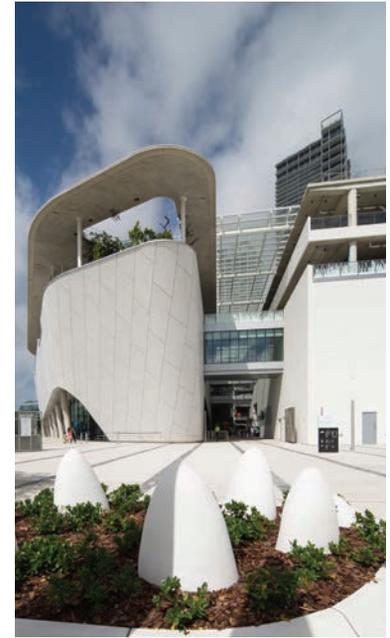
VISION:

Downtown Miami is the business, social and cultural epicenter of the Americas, which capitalizes on its unique position as a major world city in a tropical waterfront environment.

UPDATE:

In 2016 the Miami DDA Board of Directors completed a realignment of the five main goals of the 2025 Downtown Miami Master Plan. After reviewing the progress of the goals set forth in the original document and taking into account the ever-changing environment of Downtown Miami, the following five goals were established to help fulfill the vision of the 2025 Downtown Miami Master Plan.

To view the full 2025 Downtown Miami Master Plan visit:
www.miamidda.com/master_plan.asp



1.

Enhance Our Position as the Business Epicenter of the Americas

Downtown Miami is an economic engine for the State of Florida and Metropolitan Miami. We sit at the enviable intersection of global commerce, connecting international business to the Americas. Additional investment and business formation will sustain our vibrant community with new opportunities for workers to secure meaningful jobs in the 21st Century economy. The Miami DDA works to leverage Miami's competitive advantages – our tropical urban waterfront, a talented workforce, and marquis real estate developments – to grow a better financial tomorrow for Miamians.

2.

Heighten the Experience of Arts, Culture & Entertainment

Miami is inspirational. Artists draw energy from the City with its unique personalities, breathtaking vistas, and electric nightlife. Downtown comes alive with the promotion and execution of events that engage the diversity of arts and culture emblematic of Miami life. Downtown Miami will continue to be renowned for the arts they coalesce around our exhilarating aesthetics.



3.

Create Great Urban Spaces (Foster a Great Public Realm)

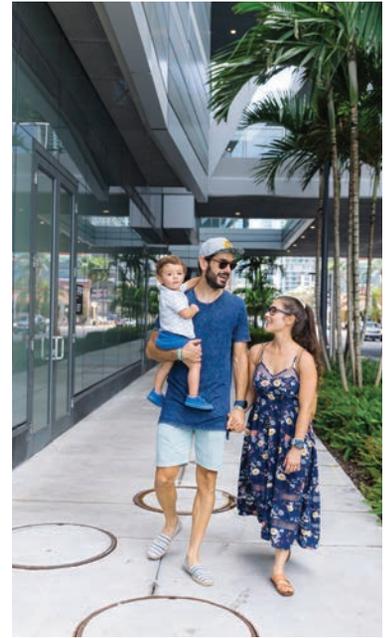
The importance of the quality of the public realm cannot be overstated. Downtowns are sometimes perceived as a collection of buildings that accommodate certain uses typical to downtowns. However, it is not the buildings that make a downtown (even one with a skyline as attractive as Miami), it is the people that inhabit it and their experiences that ultimately define its character. Great public realms, which include streets and community spaces, are the places at the pedestrian and vehicular level that define one's experiences. Thus, it is crucial that downtown's streets and spaces embody the image of quality and energy to help define the downtown experience.



4.

Promote Transit, Connectivity and Mobility

Uncomplicated and non problematic access to Downtown Miami is critical to its economic and social strength. Access strategies should focus on the continuing development of multiple and intermodal transportation options that ease the ability to get to and from downtown, as well as the ability to move quickly and easily throughout the area. Multiple transit options help to maximize the feasibility of doing business, shopping, working, and living downtown and ensures that employees, residents, visitors and customers can select the transportation options that best fit their needs, schedules, and financial means.



5.

Improve Quality of Life and Livability

Downtown Miami is a dynamic, ever-changing urban environment that has experienced a significant amount of reinvestment and re-population over the past decade. Modifying the urban fabric to reflect modern conditions and trends is critical to creating a more cohesive and active urban core. Maintaining a high level of safer, cleaner and greener public spaces shall also encourage residential growth and retail development. Focusing on livability is crucial to creating a vibrant Downtown community.

BOARD OF DIRECTORS 2016/2017



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District 2 Commissioner,
City of Miami



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Vice Chair & State Cabinet
Representative
Office Managing
Shareholder, Akerman



Alvin West
Treasurer
Sr. Vice President/CFO
Greater Miami Convention
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How Can We Help?

305.579.6675

Important Numbers

City of Miami – Downtown/Brickell NET
(305) 960-5135

Downtown Enhancement Team
1-877-865-2850

DWNTWN Ambassadors
(305) 415-3896

Downtown Miami Business Concierge
(305) 579-6675

Transit Watch (Safety Hotline)
(305) 375-2700

City of Miami Homeless Assistance Program
1-877-994-4357

City of Miami – Police Department
(305) 579-6111

Florida Power & Light (FPL)
1-800-4-OUTAGE (1-800-468-8243)

City of Miami – Code Compliance
(305) 329-4800

City of Miami – Solid Waste
(305) 960-2801

To report Public Works emergencies after regular
business hours or on holidays, please call:
(786) 514-9708

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