Miami Downtown Development Authority

ANNUAL REPORT

2018-2019

27

Projects Under Construction

37

Downtown Miami Hotels

224

Residential Buildings

Residential

Office

2,200

Card units under construction or to open Downtown

2,235

Card units delivered during the current cycle

75%

Of all completed units are sold

152

Towers have been added to the Greater Downtown skyline since 2003

Tourism

22.2M

Visitor spending is excelling in Downtown

18%

Average annual visit is Downtown since 2013

$41.78

Per square foot is the average cost of rent

Demographics

Total Population

67,879

Median Age

34

Total Households

37,670

Greater Downtown Population

92,000

Residential

Office

2,200

Square feet of office space existing in Downtown

$110,658

Average Household Income

29%

Owner Occupied Housing

71%

Renter Occupied Housing

81%

Higher Education

Our Mission:

To grow, strengthen and promote the economic health and vitality of DowntownMiami.

As an autonomous agency of the City, the Miami DDA advances, 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.

The Miami Downtown Development Authority (Miami DDA) 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.
Leadership, Advocacy & Operations

- **Taxable-leveled last six years to $19.5 Billion**

Marketing

- **$424K+ Grants Awarded**

Social Media Engagement

- **23% Digital footprint growth**

Technology + Innovation

- **Launched new Tech/Innovation microsite MiamiDda.com/innovation**

- **Collaborated and published Tech Report with Refresh Miami**

- **Pit Stop Program $200K+**

- **$300K+ obtained in federal and state public and private funds secured to elevate the Flagler Street design to a pavered, curbless street, promoting a vibrant, walkable environment to spur additional economic development and business on Downtown’s Main Street.**

- **$17 M allocated by Miami-Dade Public schools for Southside Elementary middle school expansion – a Preparatory Academy K-8 has welcomed its first 6th grade class**

- **$600K secured in grants and contributions toward completing and activating the Miami Baywalk**

- **$24M in public and private funds secured to elevate the Flagler Street design to a pavered, curbless street, promoting a vibrant, walkable environment to spur additional economic development and business on Downtown’s Main Street.**

- **$19.5 Billion+ in public and private funds secured to elevate the Flagler Street design to a pavered, curbless street, promoting a vibrant, walkable environment to spur additional economic development and business on Downtown’s Main Street.**

Transit + Connectivity and Urban Placemaking

- **$2M Secured grants and contributions toward completing the Miami Rapid**

- **$46 ‘Nine SouthEpis’ Lighted Signs at Miami Rapid Transit Management, Town, Palm Grove County and the HRQ**

- **46 ‘Nine SouthEpis’ Lighted Signs at Miami Rapid Transit Management, Town, Palm Grove County and the HRQ**

Business Development

- **36 Investment Leads**

- **Company Establishments/ Expansions**

- **+210 New Jobs**

- **14 Campaigns**

- **11 Business Spotlight Videos**

- **4 FREE DOWNTWN House Night events with 2300+ attendees**

- **4 FREE Laser Night events at Frost Museum with 3550+ attendees**

- **$4B+ Miami DDA District Annual Taxable Value**

- **$2B Growth in Downtown Miami’s population over last 11 years**

- **$17 M+ in public and private funds secured to elevate the Flagler Street design to a pavered, curbless street, promoting a vibrant, walkable environment to spur additional economic development and business on Downtown’s Main Street.**

2018|2019 Miami DDA Accomplishments

Enhanced Services | Quality Of Life

**Expansion of DET Team - Omni CRA**

As a partnership between Miami Downtown Development Authority (DDA), Omni Community Redevelopment Agency (CRA) and Chapman Partnership a local nonprofit homeless shelter, the CRA Downtown Enhancement Team (DET) – or ‘purple shirts’ – maintain sidewalks and streets five days a week. The CRA DET Team works to discard trash, remove graffiti from public structures, provide landscaping maintenance and sweep sidewalks. The program has been in place since 2017, as an extension to the DDA’s DET Team (yellow shirts)

- **$360K+ in state and local funds secured to elevate Flagler Street design to a pavered, curbless street, promoting a vibrant, walkable environment to spur additional economic development and business on Downtown’s Main Street.**

- **$17 M+ in public and private funds secured to elevate the Flagler Street design to a pavered, curbless street, promoting a vibrant, walkable environment to spur additional economic development and business on Downtown’s Main Street.**

- **$19.5 Billion+ in public and private funds secured to elevate the Flagler Street design to a pavered, curbless street, promoting a vibrant, walkable environment to spur additional economic development and business on Downtown’s Main Street.**

**Technology + Innovation**

- **Launched new Tech/Innovation microsite MiamiDda.com/innovation**

- **Collaborated and published Tech Report with Refresh Miami**

**Pit Stop Program $200K+**

- **Launch a new Tech/Innovation microsite: Miamidda.com/innovation**

- **Collaborated and published Tech Report with Refresh Miami**

**Marketing**

- **$424K+ Grants Awarded**

**Leadership, Advocacy & Operations**

- **$200K+ to implement the program’s initiatives**

**Social Media Engagement**

- **23% Digital footprint growth**

**Technology + Innovation**

- **Launched new Tech/Innovation microsite MiamiDda.com/innovation**

- **Collaborated and published Tech Report with Refresh Miami**