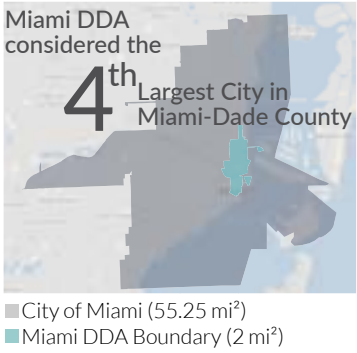


# Leadership, Advocacy & Operations

The Leadership, Advocacy, and Operations Team of the Miami DDA manages the daily operations in finances, human resources, and strategy. It ensures compliance with various regulations as a governmental agency. The Leadership Team also advocates at all government levels – local, state, and federal - ensuring Downtown Miami is at the forefront, meeting stakeholders’ needs and driving funding allocations for projects and programs.

FY 2022-23 Budget approved unanimously by the City of Miami Commission and Miami DDA Board focusing on business and economic development, small business assistance, homelessness initiatives, safety and sanitation, and urban planning.

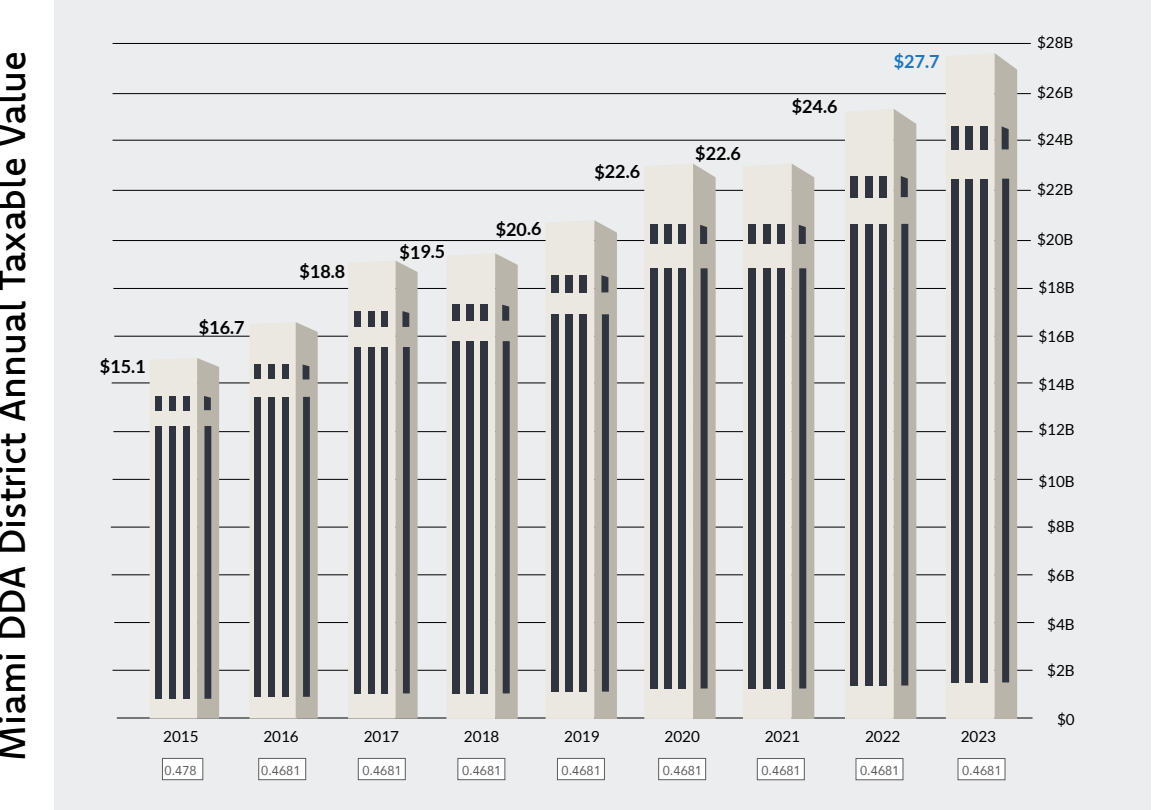


13  
Consecutive clean financial audits

\$1M  
received appropriation from state funding for Downtown Flagler Street Construction Project: Phase E

\$600K  
reimbursement received from ARPA Funds for business assistance

\$400K  
appropriation received for Judge Leifman's Involuntary Outpatient Services (IOS) Demonstration Project



Miami Downtown Development Authority

## 2022-2023 ANNUAL REPORT

# Business Development

The Business Development Team focuses on the recruitment of new-to-market businesses, growth of our existing business ecosystem, and bolstering our talent base. With an emphasis on Technology, Finance, and Entertainment industries, we assist companies, and their representatives, before and after their arrival. This includes incentives packages, research assistance, joint presentations, permit expediting, talent recruitment, introductions to key stakeholders, media/PR exposure, and more.

+800  
engagements with prospective companies looking to move to downtown Miami, specifically the CBD

\$340K  
contributed to talent and retention initiatives

\$175K  
Economic Development Initiatives and Incentive Funds Grants



*"After exploring possible locations, we have selected Miami, Florida, as the new site for our LeverX Global Headquarters. Its welcoming environment and popular attractions make Miami an appealing setting to host corporate events and customer meetings. Our new home will enable us to better meet the needs of our customers and collaborate with our partners, both in the U.S. and around the world. We are excited to become part of Miami's growing tech community and look forward to the next chapter in the company's history."*

-- Dr. Victor Lozinski, Co-Founder and Chairman of the Board



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 CEO/executive director.

### 2022-2023 Miami DDA Board of Directors



**Manolo Reyes**  
Chairman  
Commissioner, District 4,  
City of Miami

**Alicia Cervera Lamadrid**  
Cervera Real Estate

**T. Spencer Crowley III**  
Akerman

**Jarred Diamond**  
The HEAT Group/Kaseya Arena

**Martu Freeman-Parker**  
Mana Fashion Services

**Patrick Goddard**  
Brightline

**Arva Suzanne Graham Gibson**  
Arva G. Consulting, LLC

**Amal Solh Kabbani**  
Publicis Groupe, SA

**Nicolas Katz**  
Skate Free, Inc.

**Maryam Laguna Borrego**  
Miami Dade College

**Jose Mallea**  
Biscayne Bay Brewing Company

**Gary Ressler**  
Tilia Family of Companies

**Melissa Tapanes Llahues**  
Bercow Radell Fernandez Larkin  
+ Tapanes

**Executive Staff:**  
**Christina Crespi**  
CEO & Executive Director



Partnered with Miami Dade College (MDC) in the establishment of the new Artificial Intelligence (AI) Center at the North Campus. This state-of-the-art facility is poised to shape the future AI workforce, elevate professional skills, and ignite AI awareness across Miami. The AI Center is the culmination of dedicated efforts, backed by funding from the Miami DDA and other esteemed partners.





Marketing

The Marketing and Communications Team continues to promote Downtown Miami as a global destination, highlighting its development, enhanced infrastructure, and vibrant fashion scene. It showcases the thriving sectors in finance, technology, innovation, real estate, and now, fashion to audiences worldwide. Our team actively engages the arts and culture community through competitive grant programs and ongoing promotions, fostering a diverse and dynamic downtown landscape. Working with the Greater Miami Convention and Visitors Bureau, we aim to attract visitors from top national and international markets, solidifying Downtown Miami’s reputation as the Business and Cultural Center of the Americas.

- Our collaboration with our new Public Relations agency has already transformed our communication strategy, setting the stage for continued success.
- The Downtown Creative Collaborators Grant (DCCG) program funds and supports innovative projects/events, enhancing Downtown’s appeal as a global destination and celebrating its cultural richness, making the city shine brighter.
- Consistently maintains the strategic direction and messaging for the agency over multiple departments.
- Institutes annual surveys on the website and maximized external social media to better understand references and opinions of our stakeholders utilizing social media buys to increase activity.
- Supports all Miami DDA departments, coordinating ongoing website updates and social media channel content.
- Oversees in-house graphic and design for various marketing-related initiatives.

\$379K



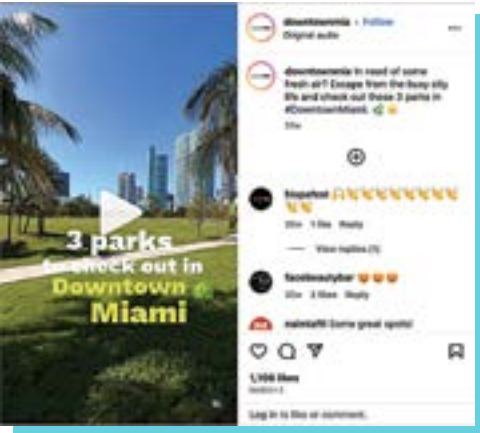
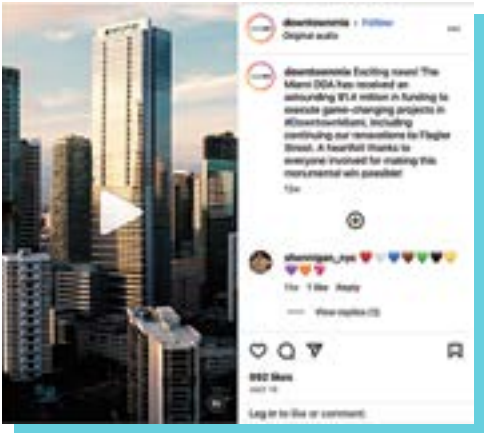
awarded in grants and sponsorships

120K

followers across all social media platforms

\$44K

for marketing campaigns



Small Business

The Miami DDA is committed to supporting its local small business community. To support downtown business owners, the Miami DDA activates numerous programs designed to address their immediate needs and long-term goals. The Miami DDA’s Small Business Team directly supports the small business community by developing and administering grant programs, providing guidance to accessing needed capital, permitting, and licensing assistance, site-selection support, training and educational courses, networking events, and resource recommendations.



The Miami DDA and the Miami-Dade Bar, in conjunction with the City of Miami’s Zoning Department, City of Miami’s Code Enforcement, Fire Marshall, and the Miami Dade County Department of Regulatory and Economic Resources, launched the Permit Clinic to assist business owners in the Downtown core with the City of Miami permitting matters. We have assisted over 158 individuals and issued 25 certificates of Use and 25 Business Tax Receipts.



Small Business Networking mixer- Partnered with District 5 with the goal of connecting business owners with other professionals that can help them with every aspect of their own business.



- Partnered with Prospera to offer:
  - Financial Works Master Classes
  - Solutions & Technology Classes for small businesses in our District.
- Supported small businesses’ marketing initiatives utilizing our social media platforms and by attending ribbon-cutting ceremonies.

\$278K

in grant funds disbursed through the Flagler Recovery Grant Program

\$122K

for Small Business Improvements

\$68K

for Permitting and Small Business Assistance

Urban Planning

As our population grows, the Miami DDA works closely with key stakeholders and our fellow residents to ensure that we are creating a reliable and interconnected urban core that promotes equitable mobility for pedestrians, bicycles and transit, and creates people places that are safe and inviting. Projects that promote these goals include the Baywalk & Riverwalk, Flagler Beautification, the Downtown Mobility Network and the Underline.

\$1.3M

committed to Baywalk + Riverwalk connections

\$250K

purchased new landscape planters for the buffer zones for the Downtown Mobility Network

\$25K

granted to the Miami Riverwalk Cleanup Fund



BAYWALK & RIVERWALK

On June of 2023, the City of Miami’s Office of Capital Improvements (OCI) hosted a ribbon-cutting ceremony for the new Baywalk section at the First Miami Presbyterian Church. This is a project that has been a collaboration between the City of Miami, the First Presbyterian Church and the Miami DDA for several years. Project elements include: 250 linear feet of new seawall; addition of rip rap and shoreline stabilization; drainage; new Baywalk LED lights; benches; trash receptacles and landscape. This is also the first new section of Baywalk to incorporate most of the new required elements from the Miami 21 adopted Miami Baywalk & Riverwalk Waterfront Design Guidelines.



**DOWNTOWN MIAMI MASTER PLAN 2050 UPDATE**  
The Miami DDA is in the early stages of planning for a Downtown Miami Master Plan 2050 Update, with a specific focus on our Central Business District (CBD) and the Flagler District within the CBD.

US ARMY CORPS OF ENGINEERS MIAMI-DADE COASTAL STORM RISK MANAGEMENT BACKBAY STUDY

In 2022 the U.S. Army Corps of Engineers (USACE) announced that they had agreed to reconsider the part of the Backbay plan that was focused on the large floodwalls and series of flood gates. The Army Corps has budgeted an additional \$8.2 million and 5 years for the study, double the original \$3 million, 3-year study, and kicked off in August 2022.

Enhanced Services | Quality Of Life

The Miami DDA’s Enhanced Services Teams are proudly committed to improve public safety, cleanliness, and collaborate in the efforts to reduce chronic homelessness. The Enhanced Services Programs include: the Downtown Enhancement Team (DET), CRA Enhancement Team, DWNTWN Ambassadors, NEAT Team, Pit Stop Program and the Special Vending District. The Miami DDA collaborates with the City of Miami, Miami-Dade County NEAT Streets Miami, OMNI Community Redevelopment Agency, Bayfront Park, Miami Parking Authority, Camillus House, Lotus House, Chapman Partnership and Hermanos de la Calle.

DWNTWN Ambassadors

+245K

assistance hospitality

+11K

homeless outreach interactions

+4K

safety walks

DWNTWN Enhancement Team & NEAT Team

+1.7M

gallons of trash removed from the Downtown Authority District (Brickell, CBD, Arts & Entertainment)

\$100K

invested in public realm improvements

+6K

graffiti instances removed from public structures

72

sidewalks pressure washed in the CBD



143

planters maintained

+3k

shrubs installed

+146K

Pit Stop usage

The Downtown Enhancement Team (DET) maintains five FREE public restroom locations within the urban core. This partnership between the Miami DDA, Camillus House, and the City of Miami provides convenient service to residents, businesses, and visitors to Downtown Miami.

