

**RESOLUTION 18-19-11**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, INC., EXPRESSING SUPPORT FOR THE FULL IMPLEMENTATION OF PHASE I OF THE LINCOLN ROAD DISTRICT MASTER PLAN (THE “PROJECT”), AT A COST OF APPROXIMATELY \$77 MILLION; AND FURTHER EXPRESSING SUPPORT FOR THE CREATION OF AN EXPANDED BUSINESS ASSESSMENT DISTRICT TO HELP SUPPORT AND PROMOTE THE FULLY IMPLEMENTED PROJECT.**

**WHEREAS**, on April 15, 2015, the Mayor and City Commission of the City of Miami Beach (“City”) adopted Resolution No. 2015-28992, creating a special assessment district to be known as the Lincoln Road Business Improvement District, Inc., (“LRBID”), for a term of ten (10) years, to stabilize and improve the Lincoln Road retail business district; and

**WHEREAS**, the LRBID is comprised of the owners of seventy-six (76) properties abutting and surrounding Lincoln Road; and

**WHEREAS**, the LRBID wishes to encourage the development of a vibrant Lincoln Road mixed-use neighborhood, thereby providing a dynamic setting for businesses and area residents alike; and

**WHEREAS**, in October 2015, the City approved the Lincoln Road District Master Plan (“Master Plan”) developed by James Corner Field Operations as a guide for future improvements of the Lincoln Road District; and

**WHEREAS**, while the City and Miami-Dade County, through the Miami Beach Redevelopment Agency, have partially funded the improvements in the Master Plan and are presently determining whether to complete the first phase of the Project in its entirety (at a cost of approximately \$77 million, including underground infrastructure improvements) or to delay and modify the project down to a cost of \$50 million; and

**WHEREAS**, Lincoln Road-area property owners have made significant contributions to the improvement of the Lincoln Road District, including through the creation of the LRBID, and wish to continue working with the City to further develop Lincoln Road as a vital arts, culture and performance area.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, INC.:**

**Section 1.** The Board of Directors of the LRBID hereby expresses support for the City to implement the full Lincoln Road District Master Plan but requests the City to consider substituting the trellis on the 400 block of Lincoln Road for a significant, monumental sculpture of equal value to be acquired, leased, or borrowed to be located on the same block of Lincoln Road and to be rotated if desired in order to define the entrance to the street. This sculpture or other art work should be selected in cooperation with a curatorial committee composed of art museum directors/curators, and others with an expertise in public art and the

creation of cultural places and designated BID members. The City should also ensure that the planned spaces for art, culture and performance provide digital infrastructure and adequate lighting and can support the weight of significant sculptures.

**Section 2.** In order to protect the City’s significant investment in the Lincoln Road District and solidify Lincoln Road’s reputation as a significant arts, culture, and performance district, the Board of Directors of the LRBID further expresses its desire to: (i) expand the term of the LRBID for an additional five years; (ii) increase the area covered by the LRBID to include, at a minimum, Lincoln Road from Collins Ave. to West Ave. and to include additional side streets; and (iii) increase the assessments to current LRBID members by approximately twenty-five percent (25%) and to consider alternative methods of assessment. These modifications to the term, boundaries, and assessment methodology of the LRBID would generate approximately \$16,500,000 of *additional* revenue over the next ten (10) years, which funds will be used for arts, culture, and performances within the Lincoln Road District, including the promotion thereof.

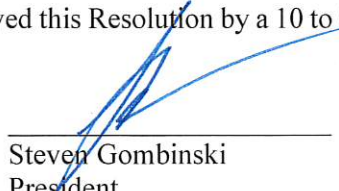
Specifically, an expanded LRBID would be able to allocate up to \$2,000,000 annually for each of the next 10 years for artistic and cultural programming as well as the necessary promotional, marketing and advertising campaigns to promote Lincoln Road’s arts, culture and performance programming, and its place as the premier, safe, family friendly south Florida destination. Most of those funds will be invested in robust arts and music programming, both directly and through sponsorship programs on Lincoln Road. Direct programming would include (dance, music, performance), art and sculpture installations (Instagrammable) and activations (seasonal) conducted by the BID, as well as support for holiday programming and lighting. Sponsorships would continue, such as the LRBID’s sponsorships of the New World Symphony, South Beach Jazz Fest, Miami Beach Pride and the Colony Theatre. The BIDs commitment is to program all activities at a higher cultural level.

**Section 3.** The expanded LRBID will engage professionals and work with art museum directors/curators, the New World Symphony and others with an expertise in public art, performance and the creation of cultural spaces to develop cultural programming on Lincoln Road.

**Section 4.** The LRBID supports implementing the James Corner Master Plan in the manner set forth in James Corner’s memo of April 12, 2019 to City Manager Morales.

**Section 5.** The Board of Directors of the LRBID hereby directs the Executive Director of the LRBID to transmit a copy of this resolution to the City Manager and the Mayor and City Commission of the City of Miami Beach.

Approved and presented by the Board of Directors of the Lincoln Road Business Improvement District, Inc., which unanimously approved this Resolution by a 10 to 0 vote on this 3rd day of July of 2019.

  
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Steven Gombinski  
President  
Lincoln Road Business Improvement District, Inc.