



LINCOLN RD

LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT

ANNUAL REPORT 2019





The **Mission** of the LRBID is stabilizing and improving the Lincoln Road retail business district through **promotion, management, marketing** and similar services.

THE MISSION



Created in **1912** by Carl Fisher

Reimagined in the early 1960's
by **Morris Lapidus**

250+ stores and restaurants

9 blocks of gardens and promenades

THE ROAD



Miami Beach Convention Center

Fillmore Miami Beach

New World Symphony

Colony Theatre

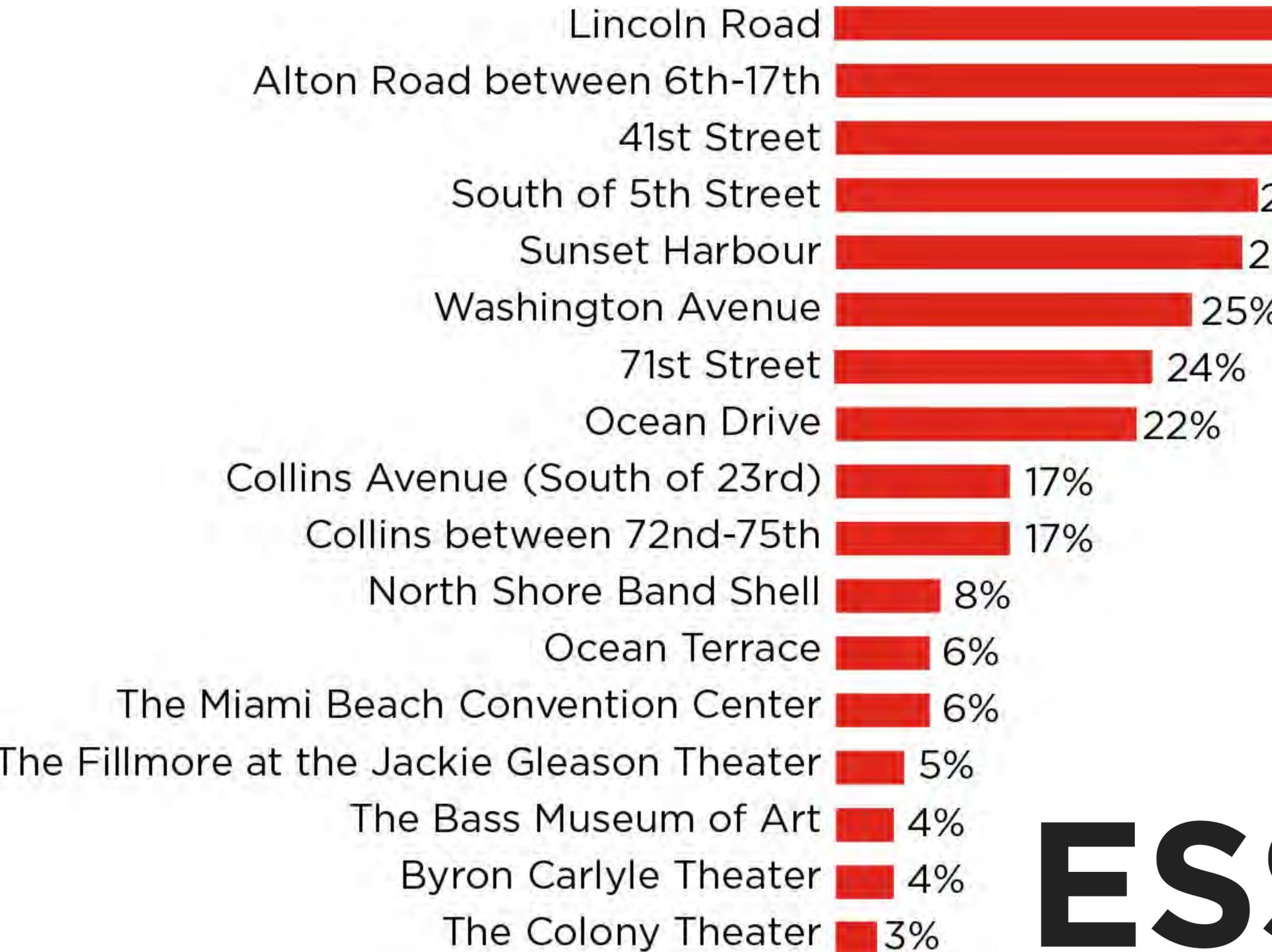
F.I.U. Urban Studios (MBUS)

Oolite Arts

THE CULTURE

LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT

- ▶ Created **September 30, 2015**
- ▶ Representing and **advocating** for the property and business **owners**
- ▶ Promoting the development of a **diverse and vibrant Lincoln Road**
- ▶ Serving as a cultural and **civic hub** for the community
- ▶ Bringing **transformative projects** into the District
- ▶ **Marketing** Lincoln Road to locals and visitors alike
- ▶ **Collecting** and **Analyzing** available data



84% of Miami Beach Residents Visit Lincoln Road Monthly

#1 Destination on Miami Beach

ESSENTIAL



36,089
 AVG. DAILY
 PEDESTRIAN
 (7/2018-7/2019)

13,964,846
 TOTAL PEDESTRIANS
 (7/2018-7/2019)

78,907
 HIGHEST DAY
 (10/31/2018)

2018/2019





Changed Media Agency in FY 2018/2019

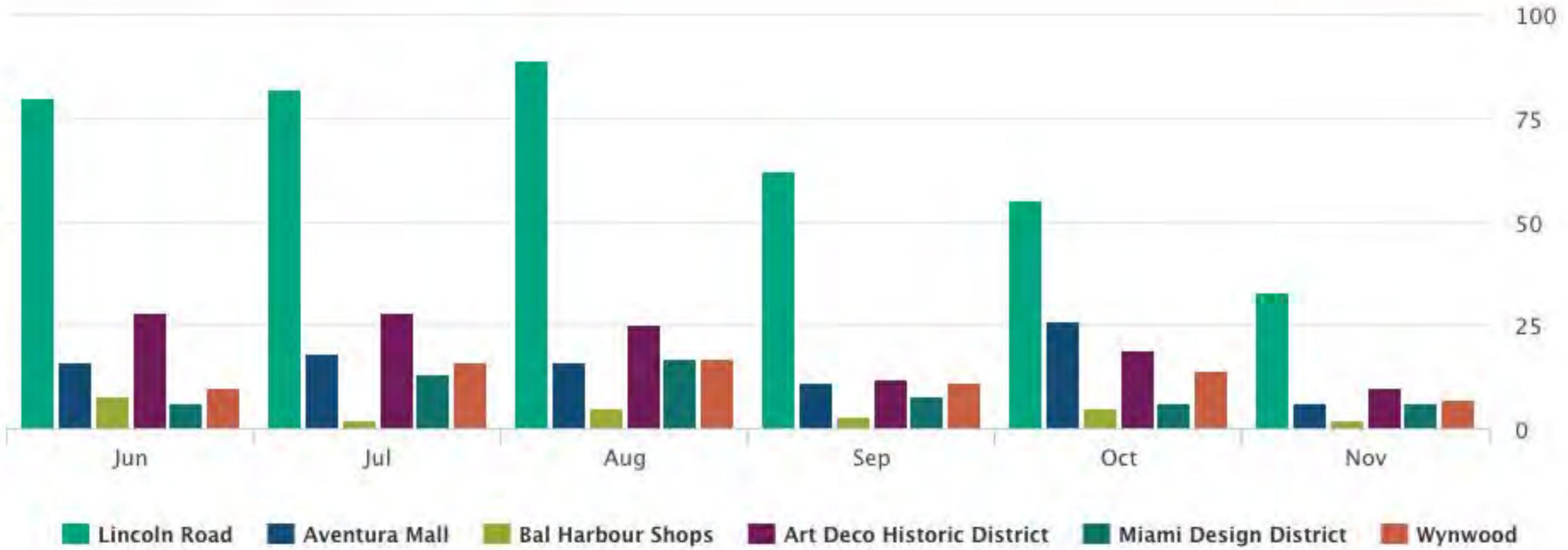
- ▶ **208 million views** for transit campaign (billboards, trolleys, Metromover and bus benches, as certified by OutFront Media)
- ▶ **11.3 million impressions with 30,400 clicks** on online Google ads
- ▶ Social media growth to **33,300 connections**, translating into 41% growth YTD
- ▶ A number 2 ranking on TripAdvisor for Miami Beach, with **17,350 reviews** and an 89% excellent rating

MEDIA/MARKETING

TRIPADVISOR REVIEW PERFORMANCE

Review Count Ratings

[EDIT](#) | [Competitor Details](#)





LRBID Public Events 2018/2019

- ▶ **60 LiveOnLincoln** free, live music performances
- ▶ **10 New World Symphony events** including the Beatle's Tribute Pop-Up which received worldwide media coverage
- ▶ **7 Saturday Children's Events**
- ▶ **8 Tango Milongas**

PUBLIC EVENTS



Holiday Celebration from November - January

- ▶ **A 30-foot Majestic Mountain Pine Christmas Tree**
- ▶ **The Traditional shell Menorah**, which the BID helped sponsor financially
- ▶ **Santa's Cabana** Instagrammable moment with a Tropical Santa and **more than 17,000 photos assists** by Lincoln Road Ambassadors; and
- ▶ **Lincoln Road's "first" annual tree lighting ceremony**, complete with carolers and a Tropical Santa, as well as other performances throughout the season.

HOLIDAY EVENTS



- ▶ Cars, Bars & Cigars: **Father's Day Car Show**
- ▶ 3rd Annual **Make Music Day**
- ▶ **Pioneer Winter Collective's** Seven to the Seventh dance performance
- ▶ **Independence Day Pop-Up Concert** featuring 65 musicians
- ▶ Sponsorship and support of the **South Beach Jazz Festival**
- ▶ Miami Beach **Gay Pride** Light the Night
- ▶ **Colony Theatre** Sponsorship

SPECIAL EVENTS



Free Twice Weekly Wellness Events

- ▶ **Free yoga** on Sundays and Wednesdays
- ▶ Lincoln Road **Walking Club** on Tuesday morning
- ▶ **Zumba** (sponsored by Baptist Health South Florida) on Tuesday evenings
- ▶ Mat **Pilates** on Saturday mornings
- ▶ Monthly **Yappy Hour** for Lincoln Road's four legged visitors and their human companions.

WELLNESS EVENTS



City of Miami Beach Partners:

Focused coordination, marketing and advertising efforts on the reopening of **Miami Beach Convention Center**

Supported the City's effort toward passing the much-needed **GO Bonds** and the **Convention Center Hotel**

Continuing efforts with the city of Miami Beach to coordinate the **James Corner Field Projects** Lincoln Road Renovation

PARTNERSHIPS



1,000 Orchids installed with the help of Fairchild Tropical Botanical Gardens and Sponsored by Stephen Bittell and Terranova Corporation

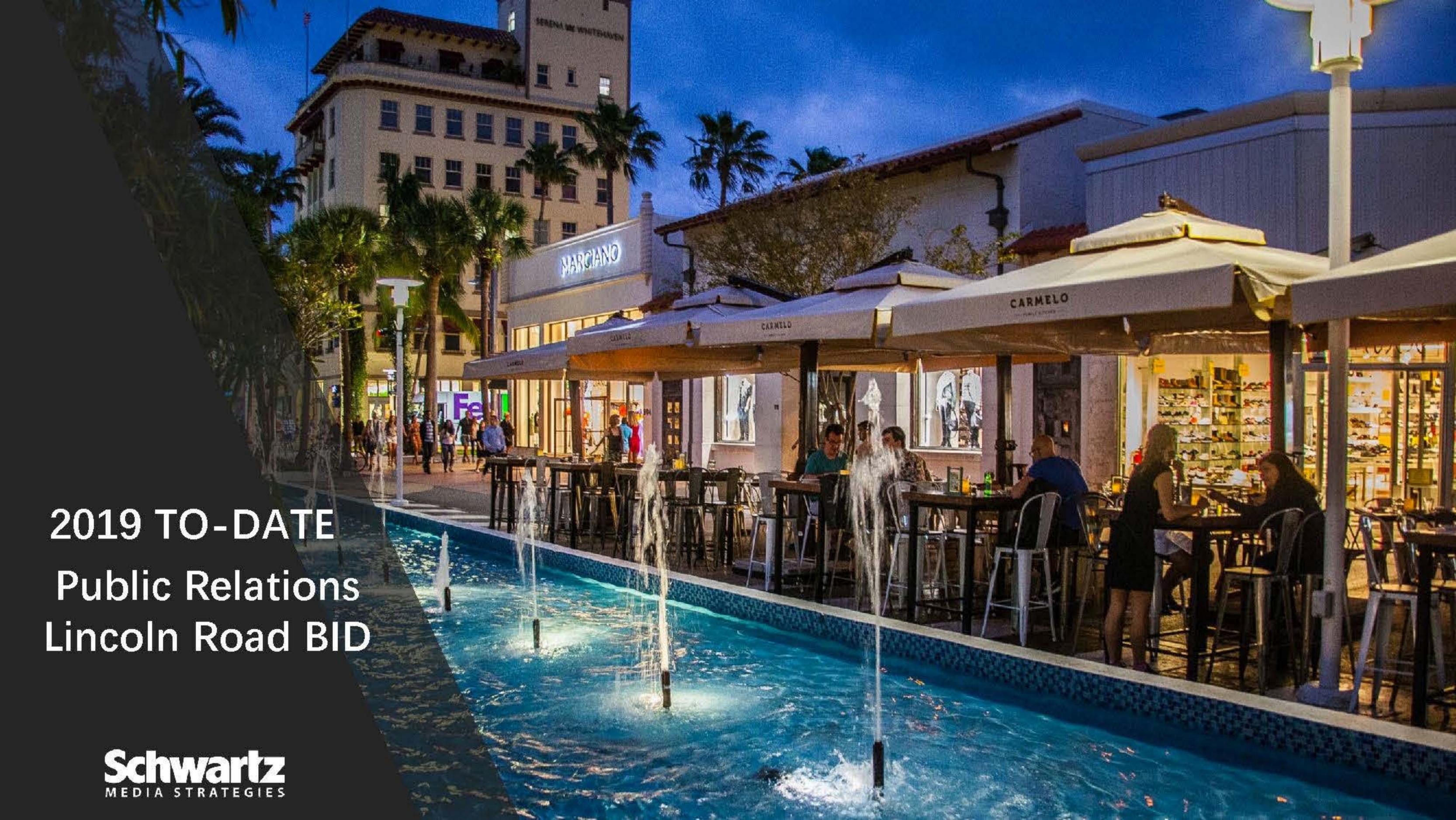
INSTALLATION



264 Hours of services weekly

66,213 Contacts with Lincoln Road's visitors

AMBASSADORS

A nighttime photograph of a city street scene. In the foreground, a long, narrow water fountain runs along the sidewalk, with several jets of water spraying upwards. The water is illuminated with a blue light. To the right of the fountain, there is an outdoor dining area with several tables and chairs. People are seated at the tables, and some are standing. The dining area is covered by large, white, square umbrellas. One of the umbrellas has the word "CARMELO" printed on it. In the background, there are several buildings. One building has a sign that says "MARCIANO". Another building has a sign that says "SERENA DE WHITENAVEN". The sky is dark blue, and the overall atmosphere is vibrant and lively.

2019 TO-DATE
Public Relations
Lincoln Road BID

Lincoln Road Campaign: By the Numbers



TOTAL NUMBER OF
NEWS CLIPS: 108



MEDIA AND FAM
TOURS ON LR: 19

EVENT PUBLICITY
SUPPORT: 9

Beatles New World Symphony
Pride on Lincoln
Live on Lincoln
Cars, Bars & Cigars
Make Music Miami
Pop-Up Orchestra
Lincoln Road Spice Trail
Halloween
Botero Exhibit



BROADCAST
COVERAGE: 8



SMS Produced Event: Lincoln Road Spice Trail

The Revitalization of Lincoln Road

Forbes

September 27, 2019

UMV: 29,761,498

The Up And Down History Of Miami's Lincoln Road

Michael Alpiner

Like businesses, relationships, sports teams and even the stock market, roads, too, have their ups and downs. Once known as the 5th Avenue of the South (in the 1920s), Lincoln Road has suffered the roaring highs and a couple decades of the disappointing lows.



Florida 1920. (WIKIMEDIA COMMONS)

In the 1950s, architect Morris Lapidus, whose portfolio contained the Fountainbleau and Eden Roc Hotels, was commissioned to redesign Lincoln Road, and did so with fountains, gardens and an amphitheater. High end retail stores, such as Saks and Bonwit Teller, attracted affluent shoppers, and celebrities alike. Buyers used to come to Lincoln Road in the winter to scoop the following summer's swimwear fashion trends.

Miami Herald



Epstein hoped to seed human

A CHAN AND OFF

...has agreed to invest in the city's development...

Cops: Senator is committed by ga

...has agreed to invest in the city's development...



A view of the master plan for the Lincoln Road pedestrian mall.

Lincoln Road's \$67 million makeover takes big step with new accord

by JOY FUCHSAS
jfuchsas@miamiherald.com

Lincoln Road property owners have agreed to pay for part of an ambitious plan to revamp the look and feel of South Beach's outdoor mall, part of a deal with the city that aims to jump-start the first large-scale makeover of the walkway in more than 20 years.

After many months of discussion between owners and Miami Beach administrators over how to divvy up the costs of the improve-

ments, commissioners heard the details of the compromise Wednesday. The city, which has already funded pre-construction design costs out of an estimated \$67 million total, would foot the whole construction bill while the property owners in the Lincoln Road business improvement district would pay themselves an additional 25 percent to pay for promoting activities on the road.

In short, the city would deliver a shiny new Lincoln Road, and the property owners would pay in part people and cultural activities on it.

Commissioners unanimously voted to solicit bids for the construction project, which will allow the city to get together a guaranteed maximum price. Dollars for the construction will come from a combination of city and county taxes, bond money and other funds earmarked for infrastructure.

That final price will require another commission approval. The bidding will take a few months.

In the meantime, Lincoln Road property owners will vote on whether to expand the boundaries of their self-governing district and extend the life of their organization to 10 years. The changes would produce an estimated

\$16 million to pay for programming on Lincoln Road. Wednesday's vote sparks movement on a project that had languished for months in a debate over who would pay for what. Even before that, Lincoln Road improvements had been in some form of planning for years.

In 2014, the city hired James Corner Field Operations to draw up designs for a Lincoln Road makeover. The area, a short walk away from the Miami Beach Convention Center, attracts about 11 million visitors a year. The James Corner plan includes a reorganization of cafe tables, new sculptures

elements and more public seating and green space. From a touched-up black-and-white piano-key pattern on the ground running up the center of the walkway to redesigned planters, lights and public art, the colorful proposal debuted a few years later and has remained stuck in the planning stages.

"I think we need to just light a fuse and start this," said Mayor Dan Gelber.

Other improvements include drainage upgrades and security bollards at each end of Lincoln Road's pedestrian mall to prevent vehicles from driving onto the walkway. One element of the James Corner plan, a horizontal trails near Washington Avenue, has been removed from the city's plans to bring down the cost.

David Martinez, the Beach's capital improvements director, told the Herald the last stage of planning can now proceed. After a few more approvals from commissioners, the work could begin as soon as late spring 2020.

"This is a big moment for this project," he said.

The business owners who have long clamored for improvements were glad to see them move forward Wednesday. The president of the Lincoln Road business group, Steve Gombirski, said in a statement that the planned improvements will keep Lincoln Road a destination for tourists and locals, fueling an economic generator for the region. Should the business district expand, the additional millions can be spent on organizing more activities to bring more life to the area — from music performances to fitness classes.

"The business improvement district's cultural offerings will be a critical element of our reimagined Lincoln Road. We are looking forward to working together with the city on this incredible project," Gombirski said.

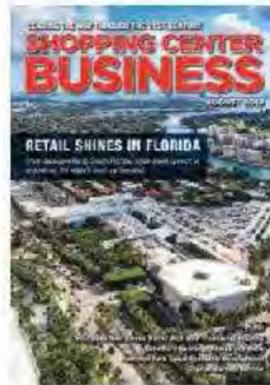
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Retailers on Lincoln Road

SHOPPING CENTER BUSINESS

August 2019

Circulation: 34,060



It's not often today to describe a market as under-retailed, but that seems to be the case in South Florida. That would explain why Miami's retail market posted the lowest vacancy rate in the nation (3.5 percent in the second quarter, according to the latest Cushman & Wakefield research).

Drew Schaal, senior vice president of CBRE's Miami office, says that the high demand for retail space, while nothing new for the market, is helping boost brick-and-mortar retail sales in the five-county region comprising Miami-Dade, Broward and Palm Beach counties (up over 4 percent year-over-year, according to Marcus & Millichap research).

"Two variables that push retail sales over the top here are the tourist impact, both international and domestic, as well as the fashion-conscious society we have in South Florida," says Schaal.



Lincoln Road revitalizes the epicenter of high-street retail in greater Miami. The Lincoln Road Business Improvement District is helping the Road evolve more into a cultural destination with venues like New World Symphony and Liberty Theatre, as well as community-centric programming and beautification initiatives.

of consolidation and competition from e-commerce and online banking. More than ever developers and owners are opting for more restaurants in their shopping centers and mixed-use projects because they still provide experiences that can't be replicated online.

"Restaurants are the darling because they bring people out of their homes and into the marketplace," says Beth Azor, founder and owner of Azor Advisory Services Inc.

In South Florida, developers and owners

are opting to create a mix of restaurants in their projects with food halls. Some developments, like Brickell City Centre and Aventura Mall, technically house two food halls.

Aaron Young's Banks says food halls are attractive opportunities for restaurants because they are more affordable options and feature more flexibility in the lease structure.

"It's a lower risk entry point for startup food concepts and new verticals for established groups because the buildout costs

in food halls require much less capital than traditional restaurants," says Banks.

Out of all the South Florida markets, Miami Beach is the most catered to for food halls. The city features year-round tourists, affluent residents and a propensity for pedestrian traffic.

When looking for a second food hall to succeed the popular Time Out Market in Lisbon, Portugal, global media and entertainment conglomerate Time Out Group chose South Florida. Time Out Market Miami opened in May in Miami Beach, followed by two more food halls that opened recently in Brooklyn and Boston.

"Food halls that embrace the diversity of cuisine and culture of South Florida and appeal to foodies are thriving," says Castan. "Miami Beach's Time Out is probably the best example, with 18,000 square feet of chef-driven venues that capture the essence of the different cultures in Miami."

Time Out Market Miami's vendors serve up dishes including sushi bowls, artisan pizzas, Peruvian fare, plant-based meals, oysters and deli sandwiches. The project also features a demonstration kitchen with a rotating lineup of chefs.

Elsewhere in Miami Beach, Terranova Corp. opened the Lincoln Eatery, a 3,600-square-foot food hall with 14 dining concepts. The food hall is situated at the corner of Lincoln Lane and Meridian Avenue and opened in January.

Another popular venue that opened recently is 1-800-Lucky, an indoor/outdoor food hall in Miami's Wynwood neighborhood that features seven Asian restaurants and karaoke.

"1-800-Lucky is one of the first in South Florida. They're performing at a very high level and are receiving great reviews," says Preston with Colliers. "Food halls provide variety and flexibility, and they're going



September 19, 2019

UMV: 1,364,095

Miami's Version of Fifth Avenue and Rodeo Drive Changes Along With Suburban Malls

Nap Rooms and Gourmet Popsicles Replace Traditional Clothing Stores



Major improvements are planned at Lincoln Road in Miami Beach, Florida. (Lincoln Road BID)

A sports store with custom-built bleachers for watch parties. A nap room disguised as a mattress store. A gourmet Popsicle shop featuring ingredients from around the globe. These are just some of the newest tenants at Lincoln Road, a seaside, mile-long pedestrian corridor in Miami Beach, Florida, that ranks with New York's Fifth Avenue and California's Rodeo Drive as one of the nation's toniest shopping districts and a lure for high-end tourists.

More than \$80 million in improvements are underway at Lincoln Road as traditional stores are being replaced with smaller concepts that offer customers experiences they can't get on their iPhones or computers. While that concept has been playing out in sprawling suburban malls that need to fill vast amounts of space in recent years, the Lincoln Road redevelopment shows that small luxury enclaves are also looking to increase foot traffic with a different type of retail tenant.

Event Support

TimeOut

October 10, 2019

UMV: 2,092,783

Get your freak on at these best Halloween parties in Miami



From botanical gardens to bar crawls and 24/7 nightclubs, the best Halloween parties in Miami are guaranteed spooky fun

By Ryan Prettner and Falyn Freyman

Combing through the best Halloween parties in Miami is a lot like picking out a costume, right? You've got to decide what vibe you're going for and execute accordingly. Want something a bit more kid-friendly? We've got options for you! Looking for something slightly more sinister? We know the perfect spot for you to debut that sexy Frankenstein look. The city's best Halloween events are going down at some of the best bars in Miami, the best clubs in Miami and even at a freaking zoo. So just because Halloween falls on a Thursday this year, we don't want to hear that there's nothing to do.



Photograph courtesy of Lincoln Road BID

Shopping, Shopping centers
Halloween on Lincoln Road

Mid-Beach

For its annual Halloween block party—which has been known to channel some serious Mardi Gras vibes—Lincoln Road gets lit with four stages pumping DJ beats and eight pop-up bars along the promenade so no reveler goes thirsty. Bring the kids early for trick-or-treating from 200 merchants and stay late for partying and particularly excellent people-watching.

Miami Herald

January 29, 2019

UMV: 8,942,385

A Miami symphony gets back to the Beatles by playing from a rooftop to mark history

By Howard Cohen



"Hey! What's that sound?/Everybody look — what's going down?"

Wrong song, but that might be the right reaction. Hundreds of people will look up Wednesday afternoon after hearing some familiar tunes coming from the top of the iconic 1111 Lincoln Road garage.

They'll see see a re-creation of a famous event of 50 years ago — Jan. 30, 1969.

Miami Beach, once again, gets a dose of Beatlemania.

At 2:30 p.m. Wednesday, Miami Beach's New World Symphony will perform a free one-hour set of Beatles favorites live on the rooftop of the Herzog & de Meuron-designed parking garage. The concert is a tribute to what the Beatles did with its unauthorized rooftop concert in London, which has its 50th anniversary on Wednesday.

The symphony will "be amplifying the sound in hopes of re-creating the magic of '69 for passersby strolling along the Lincoln Road pedestrian promenade below," the South Florida classical music organization announced. The Lincoln Road Business Improvement District is helping to sponsor the musical endeavor.

Hotels and the Future of Lincoln Road

Miami Herald

September 24, 2019

UMV: 8,942,385

LATEST NEWS

While cited on a stilling charge, he called the alleged Times article "a lie."

Car crashes into the Dolphin Freeway, causing heavy delays.

As a state studies report on the damage, some likely reported.

Officer died after arresting elementary school student.

Police arrested a man on charges of sexual battery.

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Shiver's checkered past incl informant in Opa-locka com



Here's what's coming to Lincoln Road. Here's what they could bring to the street.



Miami's population is changing, and that's making real estate changes, too.



TOURISM & CRUISES

Hotels may be coming to Lincoln Road. Here's what they could bring to the street

BY TAYLOR DOLVEN



Miami architect Kahi Karp's design for the proposed hotel at 927 Lincoln Road includes a pedestrian pathway that connects Lincoln Road with Lincoln Lane. Property owner Sam Herzberg hopes the hotel will be a "big asset to Lincoln Road." [KOBALIAN](#)

You can eat and drink on Lincoln Road, shop on Lincoln Road — and soon, you may be able to sleep on Lincoln Road, too.

The Miami Beach City Commission is considering an ordinance that would allow for taller buildings and smaller room sizes along a five-block stretch of the city's main pedestrian thoroughfare to accommodate the first hotels on Lincoln Road in recent memory. Three Lincoln Road property owners are already interested in adding hotels to their buildings.

SOUTH FLORIDA BUSINESS JOURNAL

October 18 2019

UMV: 346,000

Miami Beach approves hotels on Lincoln Road



By [Brian Bandell](#) — Senior Reporter, South Florida Business Journal
4 hours ago

The Miami Beach City Commission approved a plan Oct. 16 to allow hotel development directly on Lincoln Road, but with a few changes to the original proposal.

This means several hotels could be coming to the most expensive retail strip in South Florida, a place that already draws flocks of tourists.

Hotels would be permitted on the north side of Lincoln Road, from Pennsylvania Avenue to Lenox Avenue. Commissioners removed the 500 block leading to Drexel Avenue from the hotel area. They also limited the total number of rooms permitted to 500.

"By diversifying our tenant mix to include boutique hotels, each of which will offer their

2019/2020





- ▶ Engage the services of a consultant to assist in identifying the means and methods for the **expanded LRBID**
- ▶ Engage the services of a **cultural planning professional** to identify strengths and opportunities for an arts, entertainment and cultural district

2019/2020 PLANS



- ▶ Continue efforts with the City of Miami Beach to implement the James Corner Field Projects Lincoln Road Renovation
- ▶ Continue the care and maintenance of the Lincoln Road brand

DEVELOPMENT



- ▶ Continue its **wellness programs**, which engages both residents and visitors
- ▶ Assist tenants and owners with **activations** on Lincoln Road
- ▶ Continue its cooperation with the City of Miami Beach for the annual **Halloween celebration**, and enhanced decorations for the **December holidays**
- ▶ Continue providing free, community **inclusive celebrations** for Miami Beach's residents and visitors
- ▶ Continue its work with Miami Beach Gay Pride for the **Light the Night Campaign**
- ▶ Sponsorship supporting the **South Beach Jazz Fest** and the **Colony Theatre**

PUBLIC PROGRAMS



Host an world-class exhibition of **Fernando Botero monumental sculptures** from the **Gary Nader Art Centre**, and develop programming around the installation

BOTERO EXHIBIT

COLONY



BONS RITMOS PRESENTS
SECRETS OF KETU
AUGUST 31 8 PM

THANKS

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LINCOLN RD
LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT