

South Beach Alliance

July 9, 2020

Via Electronic Mail

Dear Honorable Mayor, Commissioners and City Manager,

We want to thank you for your continued efforts to govern and protect our city during this difficult time. We are also very grateful for your communication and open-minded approach to both community and business stakeholder feedback.

We are writing to share some exciting news. It is no secret that the MXE district on South Beach (District) has continued to be a prioritized discussion item between and among city officials, stakeholders and residents. The District was a challenge prior to the pandemic and will continue to be one once this pandemic is over without proper adaptation and action. But, as Winston Churchill is credited to have said, “never let a crisis go to waste”. In times of crisis there is an opportunity for great leaders to rise to the occasion in ways that they could not in times of normal.

In that spirit, and with the determination to seize the opportunity for improvement, the stakeholders of the District, specifically the Ocean Drive Association, Washington Avenue BID, Collins Improvement Association, and the Espanola Way Association have formed an alliance. This alliance is comprised of the stakeholders in all the major corridors in the District. **Note: as of July 24th, the Lincoln Road BID joined the coalition.*

The purpose of this alliance is to: i) unify the conversation about the future of the District, ii) try to focus the dialogue with the city make it as productive as possible, and most importantly, iii) join with the city to promote the development of a comprehensive urban plan to elevate all of South Beach and make sure that we are positioned to properly claim our location as one of the most important tourist and residential destinations in world.

This newly formed coalition, **South Beach Alliance**, urges the city to once again actively execute the project as indicated in the RFQ NO. 2019-234-ND for a Land Use, Mobility and Economic Development Study of the Entertainment District, to include Espanola Way and urgently finalize an agreement with Zyscovich Architects (Bernard Zyscovich) and Town Square (Jerome Barth) to develop an urban plan for the District. This plan should focus comprehensively on all the elements that make any urban environment great (e.g. traffic patterns (vehicular, cycling, and pedestrian), lighting, landscaping, signage, among many others).

We need experts such as Bernard Zyscovich, Jerome Barth and others to help us properly plan the future of South Beach. We must expeditiously conclude this urban planning discussion and execution as a foundation. We all share a common goal: **A clean, safe, and forward-thinking South Beach that delivers on its brand and experiential promise.**

We believe that there is no other location in the country that combines what we have: (i) magnificent beaches, (ii) compelling architecture, (iii) unparalleled hospitality venues, (iv) bountiful arts and cultural programming and (v) an international feel, all while located in the domestic United States. Let's go get some excellent professional advice and quickly try some thoughtful ideas, all with the goal of doing something really impactful.

We look forward to our continuing discussion and would welcome the opportunity to speak with any of you individually about this urgent matter.

Thank you for your continued leadership.

Jonathan Plutzik, Chairman
Ocean Drive Association,

Andrew Resnick, Chairman
Washington Avenue BID

Scott Robins, President
Espanola Way Association

Marlo Courtney, Founder
Collins Improvement Association

David Berg, Co-Chair
South Beach BID Partners, Inc.

Lyle Stern, Vice President
Lincoln Road BID

**Added July 24, 2020*

CC: Rafael Granado, City Clerk
Eric Carpenter, Assistant City Manager
Troy Wright, Executive Director WAVE
Ceci Velasco, Executive Director ODA
Tim Schmand, Executive Director LRBID