



Date: December 28, 2016
To: City of Miami City Manager Daniel Alfonso
From: Tom Curitore, Executive Director of the Wynwood Business Improvement District (BID)
RE: Annual Report

On behalf of the Wynwood Business Improvement District ("BID") Board of Directors ("Board"), I'm pleased to provide you with the following update on our ongoing efforts to steer Miami's bustling Wynwood neighborhood towards a bright future that maintains the area's unique artistic and industrial character, while continuing the area's progress. The Wynwood BID represents approximately 400 local property owners united in their commitment to enhance the quality of life in Wynwood. Our organization – now embarking on its fourth year – helps this 50-square-block neighborhood achieve its full potential as a vibrant, smart and exciting community for all.

The past year has been a very busy one marked by both unexpected crisis that we worked diligently to overcome and ongoing initiatives to improve Wynwood. Guided by our Board and membership, we continue to lead Wynwood's renaissance by providing crucial services that include: marketing and communications; crisis management; hands-on community development that supplements the City's limited resources; security; sanitation; and strong advocacy for the area. Significant achievements from the Wynwood BID's past year include:

- Zika Management and Outreach: This past year, Wynwood faced an unexpected challenge like none other. All eyes—both nationally and internationally—were on Wynwood as the State and CDC announced the area was "ground zero" for local Zika transmissions. The Wynwood BID immediately sprung into action, acting as a source of information and forum for concerned businesses and property owners. Following is a recap of notable work done by the BID to help the area manage through and triumph over the Zika crisis:
 - Held numerous key public meetings where State and local officials addressed concerns and next steps for dealing with the crisis
 - Communicated daily with property and business owners via email, sharing updates on government actions, public meetings, and resources available to the community.
 - Managed daily media inquiries from international, national and local press that were covering the crisis and wanted local response/information.
 - Communicated regularly with key agencies (Department of Health, Governor's office, Mayor's Office, etc.) on issues on the ground that needed to be addressed.
 - Put together a final press conference with the Governor, City of Miami and Miami-Dade County officials to announce the lifting of the Zika map that was widely covered by the press and ensured that the message that Wynwood is Zika-free was carried far and wide.

- Improved safety and security services: Partnership with City of Miami Police Department resulted in additional patrols and faster response times. Off-duty Miami PD officers were hired once again by the BID and worked 7-days a week, supplementing the regularly-scheduled police coverage from the City. All told, the BID was responsible for a total of 8,215 additional police hours in the Wynwood area in 2016. The BID also kept close contact with the area Commander and scheduled regular community updates on crime prevention efforts during BID board meetings.
- Cleaner sidewalks and streets: The BID Sanitation Ambassadors continued to work on a daily basis—sweeping and removing trash from sidewalks and public areas. The team dedicated a total of 5,116 hours towards keeping the neighborhood clean and orderly. In addition, team members served as a resource for area visitors, sharing Visitors Guides regularly and mosquito repellent during the height of the Wynwood Zika crisis. Following is a quick **breakdown on initiatives of BID's** Sanitation Ambassadors:
 - Shared 1,113 maps of Wynwood with visitors
 - Removed 693 stickers/posters from public right-of-way
 - Recorded removal of Graffiti 1,786 times
 - Picked up trash on the streets, using a total of 3,600 trash bags
- Strong fiscal performance: The BID operated within its set budget and successfully collected over 96% of its assessments.
- Effective voice for the neighborhood: We continued strong relationships with City of Miami and Miami-Dade County government officials and administrators, working together with them to ensure Wynwood received the attention and services it warrants.
- Sensible master planning: The BID continued to build on the success of the approved Wynwood NRD Plan to make updates and tweaks to the plan, ensuring that the code regulations are fair and clear for all.
- Addressing Traffic and Transportation: We continued to work with the Florida Department of Transportation to advocate for an I-95 exit directly to Wynwood, which will increase accessibility to the area significantly, when implemented. The BID has also been an active participant in the North Miami Avenue project group, advocating for the businesses and properties along the Avenue and working to make sure the impact on those businesses is as minimal as possible.
- Enhancing pedestrian experience: Working closely with City and County officials has resulted in procuring funding for and implementation of additional pedestrian crosswalks in Wynwood. The first North Miami Avenue crosswalk with flasher signals was installed and is now regularly utilized by pedestrians. Additional crosswalks are in the works for other areas.

The BID also worked with the City of Miami and Florida Power and Light (FPL) to update 70 street lights, providing increased lighting and safer streets for pedestrians.

- Wynwood Design Review Committee: The BID coordinated the first Wynwood Design Review Committee meetings, where numerous residential and mixed-use projects have already been closely reviewed to ensure they are in line with the artistic character of the neighborhood.
- Wynwood Visitors Guide: **The BID's Wynwood** Visitors Guide has continued to be a resource for area visitors. This past year we printed and distributed over 27,000 copies of the guide throughout the neighborhood and have plans for updating it in the year ahead.
- Wynwood Website: We have spent a significant amount of time on a new Wynwood website that will work to raise awareness of all the things that make Wynwood great—including highlighting area businesses and events. The website is almost complete, with an estimated launch date by the end of December 2016.
- Media and press coverage: Wynwood continues to garner exceptional news coverage focused on the arts, culture, real estate, restaurant and retail that is taking place in the area. The BID has continued to serve as a voice for media **outlets covering the area, speaking directly to Wynwood's** transformation and directing reporters to area businesses and property owners.

Despite the unexpected impact of the Zika crisis in Wynwood, the neighborhood was resilient and bounced back more quickly and strongly than anyone could have imagined, which is a testament to the resiliency of the community. There were still numerous positive things that took place in Wynwood this past year. We saw plans for more than a dozen residential and mixed-use projects submitted, a sign that new residential living options will soon be available in the area. And the neighborhood continues to be a hot spot for art, culture, dining, and unique retailers—with many new galleries, restaurants and stores opening in 2016.

The BID could not have accomplished so much over the last year without the countless hours and tireless efforts of the Board and the strong support and partnership from the City of Miami. The dedication and time commitment to the Wynwood neighborhood from our Board and partners have been key components of its progress and the continued work of the BID.

The BID looks forward to a successful 2017 that builds on all the of progress we were able to achieve over the last year and the years prior. In the year ahead, we will **focus much of our efforts on expanding the BID's boundaries to include property owners** who have asked to be a part of the BID and enable them to receive the enhanced services we offer.

We are grateful for the City's continued support and know that working together we will continue to make Wynwood an international center for art, culture, and innovation.