



BUSINESS
IMPROVEMENT
DISTRICT

WYNWOOD

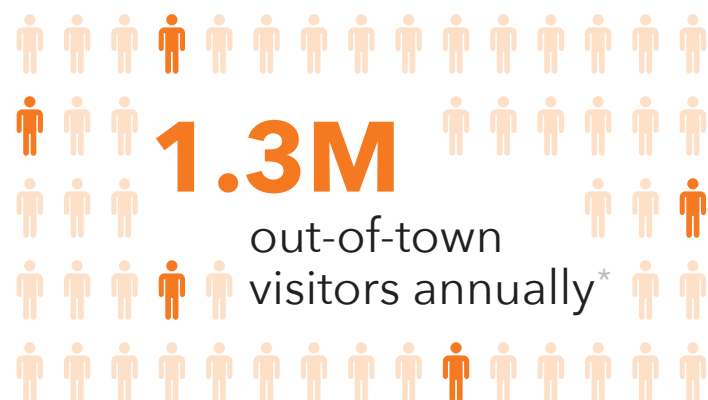
ANNUAL REPORT 2017

WHO WE ARE

The Wynwood Business Improvement District (BID) is a special assessment district in the City of Miami that consists of 400+ commercial properties in the 50-city-block Wynwood Arts District. The Wynwood BID is represented by a municipal board of directors who together with an Executive Director works to enhance security and sanitation services in the neighborhood, advocate for the betterment of the area, raise awareness of advancements being made, and plan for the future of Wynwood.

Since its creation in 2013, the BID has helped guide Wynwood's evolution from a largely forgotten industrial district into a bustling, arts-focused urban neighborhood that is home to the largest concentration of street art in the United States. Today, the Wynwood BID is safer and cleaner than ever before and welcomes millions of visitors annually from across the U.S. and around the globe who are drawn to the neighborhood's street art and innovative businesses including distinguished galleries, movie houses, culinary academies, microbreweries, artisanal bakeries, craft-coffee houses, and renowned restaurants.

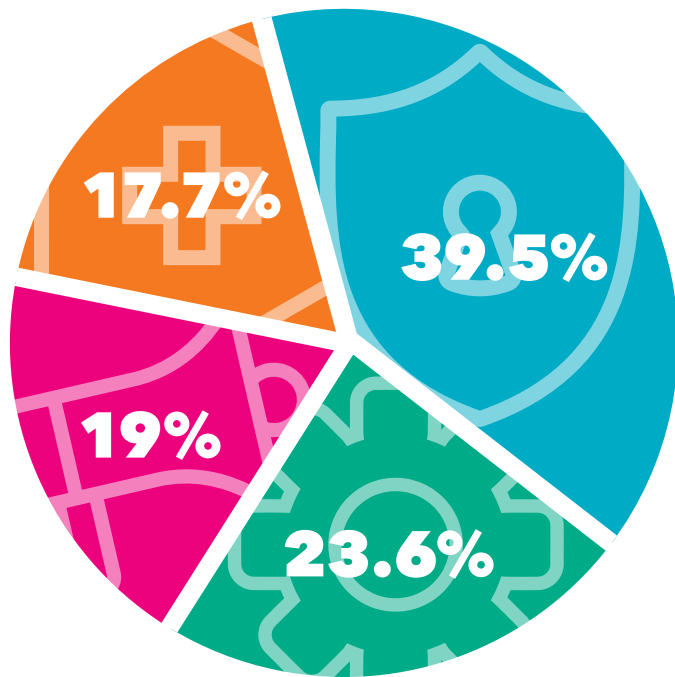
ECONOMIC IMPACT



*Source: GMCVB 2016 Annual Research Report

2017 HIGHLIGHTS

The Wynwood Business Improvement District (BID) and the 400-plus local property owners it represents continue to make thoughtful investments in Miami's growing urban arts district. Below is a visual overview of how BID property owners allocated their resources in 2017, and the outcomes of their investment in the neighborhood.



ABOUT THE BID

50 CITY BLOCKS | 400-PLUS PROPERTY OWNERS

HOW WE INVEST:

FY 16-17 SPENDING

\$387,737 security

\$173,788 sanitation/
streetscape

\$186,750 marketing

\$231,728 administration



SANITATION & STREETSCAPE

SANITATION

11,544 HOURS of additional cleaning service in the BID, 4,200 trash bags filled, graffiti removed 1,286 times

ZIKA PREPARATION

85 CDC-APPROVED MOSQUITO TRAPS secured at no cost and distributed throughout district. Partnered with City of Miami and Miami-Dade County to facilitate the demolition of 15+ abandoned homes and potential mosquito breeding sites within the District

STREETSCAPE

Installed rubber mulch (\$20,000) in **64 TREE PITS** on NW 2nd Ave to facilitate walkability throughout the District by filling in the holes and deteriorated tree beds that were not being maintained by MDC.



MARKETING

Launched New Wynwood Website, **WYNWOODMIAMI.COM**

Grew social media following by 55%, adding more than **29,000 NEW FOLLOWERS**

Made **6,960 DIRECT EMAIL CONTACTS** with BID members

Earned valuable international press: **ARGENTINA, ICELAND, MEXICO, SPAIN**



SECURITY

9,699 HOURS of off-duty police work

Nearly 40% of total BID expenditures



ADMINISTRATION

Salaries, Rent, Insurance, Professional & Management Fees

TAX CONTRIBUTIONS

Since 2013, the Wynwood BID has directly invested in improved security, sanitation and marketing for the growing urban arts district. A recent BID-commissioned study illustrates how BID members are also supporting public improvements beyond Wynwood in the form of rapidly-growing property tax contributions. The following highlights how much BID members contribute, who is benefiting and how Wynwood compares to other Miami neighborhoods.

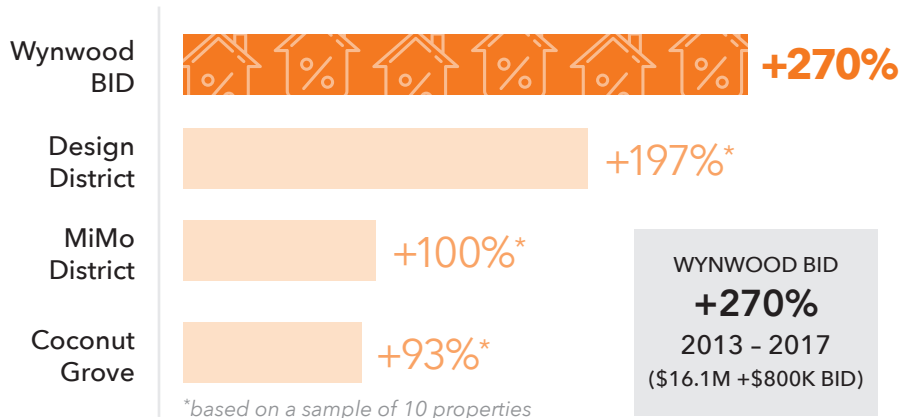
WHO IS BENEFITING FROM WYNWOOD'S SUCCESS?

\$4.6M BID members' property taxes to City of Miami in 2017 (+235% vs. 2013)

\$3.1M BID members' property taxes to Miami-Dade County in 2017 (+255% vs. 2013)

\$7.8M BID members' property taxes to Miami Dade County Public Schools in 2017 (+460% vs. 2013)

HOW HAVE WYNWOOD'S PROPERTY TAX INCREASES COMPARED TO OTHER MIAMI NEIGHBORHOODS'?



ANNUAL PROPERTY TAXES



\$16.1M paid in 2017



\$12.8M paid in 2016



\$3.8M paid in 2013

HOW ARE BID MEMBERS AUGMENTING CITY SERVICES OUT OF THEIR OWN POCKETS?

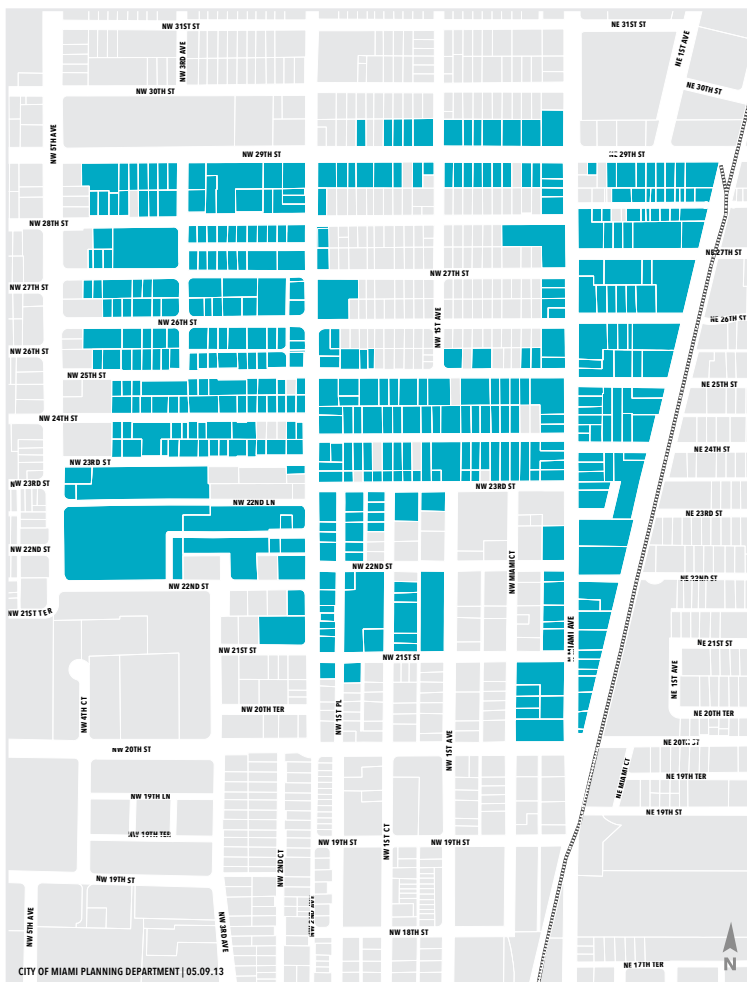
BID members taxed themselves an additional

\$710,000

in FY 2016-17 to pay for improved services, above and beyond the millions in property taxes that members already pay to the City of Miami and Miami-Dade County.

SOURCES: "WHO IS BENEFITING..." / "HOW HAVE WYNWOOD'S PROPERTY TAXES..." - CCSG Study

NEIGHBORHOOD FACTS



1.3M out-of-town
visitors annually
in 2016
most recent data available

BOUNDARIES

WEST
NW 5th Ave

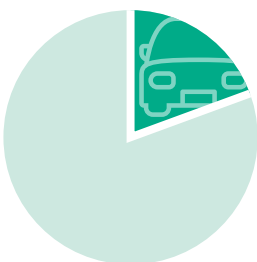
NORTH
NW 29th St

SOUTH
NW 21st St

EAST
FEC Rail Line

MPA PARKING TRANSACTIONS

Wynwood is a major source of revenue for the Miami Parking Authority - and the City of Miami.



In 2017, Wynwood accounted for

NEARLY 20%

(19.6%) of all Pay-by-Phone
parking transactions citywide.

MIAMI PARKING AUTHORITY PAY-BY-PHONE PARKING TRANSACTIONS IN WYNWOOD

2015: **711,212**

2016: **881,658**

2017: **1,069,834**

300
residents

300 voters
1,986 combined in
precincts 535 & 537

400+
businesses

5,000
local jobs
supported

OFFICIALS & STAFF



JOSEPH FURST
BID Board Chairman



ALBERT GARCIA
BID Board Vice Chairman



DYLAN FINGER
BID Board Member



IRVING M. LERNER
BID Board Member



DAVID POLINSKY
BID Board Member



JONATHON YORMAK
BID Board Member



MANNY GONZALEZ
BID Executive Director



CONTACT

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