



# ANNUAL REPORT 2020



BUSINESS  
IMPROVEMENT  
DISTRICT

# Message from Albert Garcia Wynwood BID Chairman

The past year has brought unexpected challenges beyond anything we have experienced before, with the onset of a global pandemic. As difficult as it has been, our Wynwood community has proven its resiliency. Businesses have pivoted time and again to respond to the crisis, enhancing safety measures and providing services in new ways to respond to their customers. The Wynwood Business Improvement District (BID) has been a proud partner of our area residents, businesses, and property owners throughout this time, working to support our community through multiple initiatives. What's more, despite the COVID-19 challenges, Wynwood has numerous achievements from the year behind us, both in response to the pandemic and as part of the BID's ongoing work to continue to enhance the neighborhood for all stakeholders.

To support our businesses through this great time of need, the Wynwood BID deployed its resources in various ways. Wynwood BID's Executive Director, Manny Gonzalez, played an instrumental role alongside City of Miami officials to develop a Restaurant Recovery Program, facilitating the permitting process and paying for the barricades needed for area restaurants interested in expanding their outdoor dining areas. This quick action made Wynwood the very first Miami neighborhood to implement the program.

The Wynwood BID also launched creative social media campaigns, #WynatHome and #FortheWyn, to promote area businesses during the stay-at-home orders and then incentivize people to come back safely once those orders were lifted. Throughout the pandemic, the BID has served as a source of key information for the area, sharing details about new government regulations directly with our area property and business owners.

The Wynwood BID's commitment to forward-thinking planning initiatives for our neighborhood has not wavered over the last year, but rather strengthened thanks to significant progress on several plans. The Wynwood Streetscape Masterplan, a ground-breaking planning effort that has been years in the making, will enact new rules to make Wynwood more pedestrian-friendly and resilient for decades to come. Also, Miami-Dade County officially included a potential Wynwood station in its plan for a new commuter rail service along the Northeast Corridor. This action from the County came after months of a proactive advocacy effort by the BID and partner community organizations and is a step forward in bringing much needed transit options to our area.

Work to enhance the safety and quality of life in Wynwood also yielded positive results. With the strong support of the BID Board of Directors and the Miami Police Department, the BID invested in the installation of nearly 100 security cameras throughout the neighborhood. These cameras have already made a big difference in aiding law enforcement, helping officers solve crimes more quickly and efficiently. We were also able to install more than 300 LED lights along our streets, providing higher-quality and more cost-efficient lighting in the area. This improved lighting is also helping keep our residents and visitors safe.

As we look forward to the year ahead, we are so thankful for the ongoing support of the Wynwood BID's Executive Director & Staff, City of Miami, Miami-Dade County, and the State of Florida. We are confident that this support, alongside the ingenuity of our businesses and residents, will ensure Wynwood comes back even stronger than before. The Wynwood BID will continue its work to support a full and speedy recovery for our community, while making sure Wynwood continues to thrive as home to a diverse fabric of people, businesses, and organizations rooted in creativity and entrepreneurship.



**Albert Garcia**  
**Wynwood BID Chairman**





## WHO WE ARE

**The Wynwood Business Improvement District (“BID”) Board of Directors (“Board”) are pleased to provide you with this 2020 Annual Report on the 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 Business Improvement District is a special assessment district in the City of Miami that consists of 400+ businesses and 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, work 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 an industrial district into a bustling, arts-focused urban neighborhood that is home to the largest concentration of street art in the United States. Today, Wynwood 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. These businesses include distinguished galleries, culinary academies, microbreweries, artisanal bakeries, craft-coffee houses, renowned restaurants, and vibrant nightlife venues.

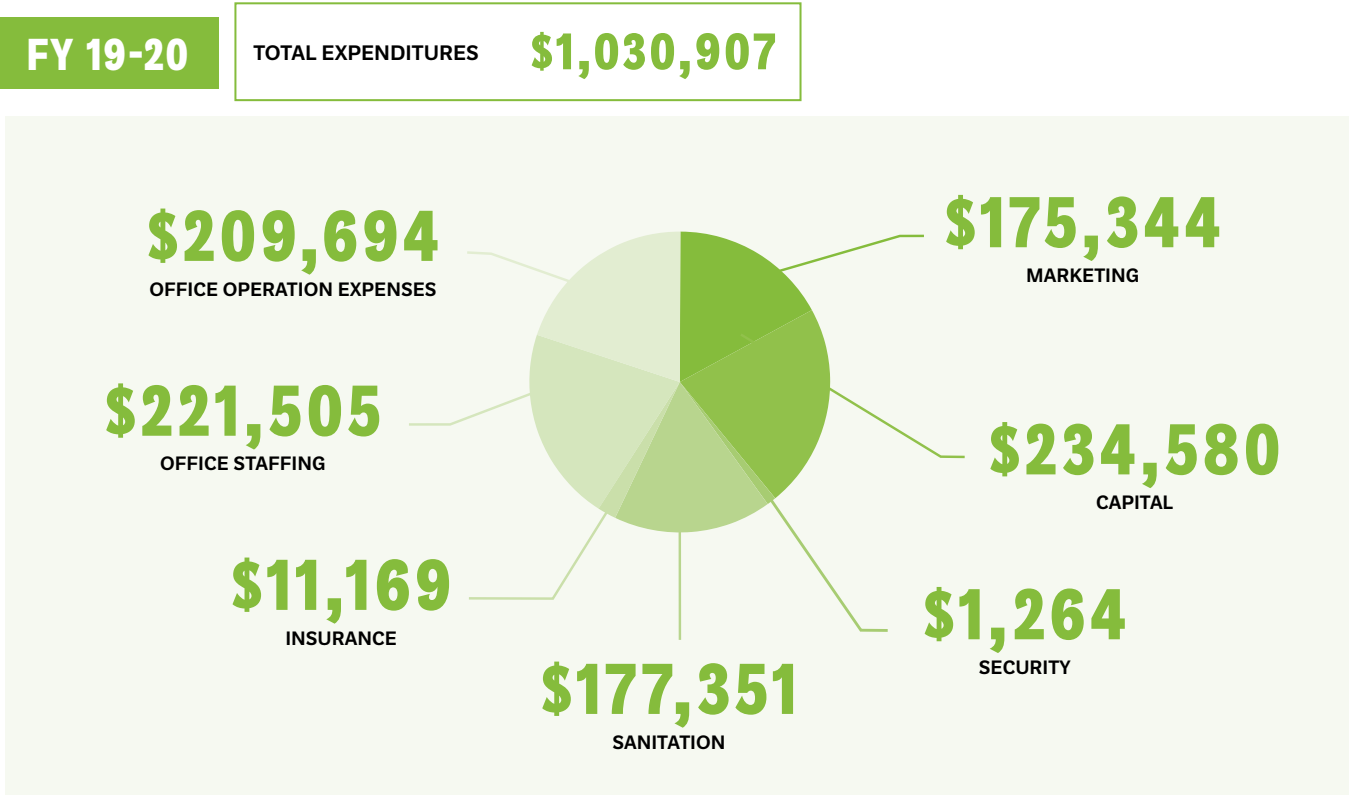
The BID continues to lead Wynwood’s renaissance by providing crucial services that that supplements the City’s limited resources, include marketing and communications, crisis management, hands-on community development, security, sanitation, and advocacy for the area.

 MARKETING	 COMMUNITY ENGAGEMENT
 SECURITY INITIATIVES	 EMERGENCY PREPAREDNESS
 SANITATION INITIATIVES	 TRAFFIC & TRANSPORTATION
 STREETSCAPE	 PLANNING & ZONING
 FINANCE INITIATIVES	 POLICY INITIATIVES
 FINANCIAL SUMMARY	



ECONOMIC IMPACT

The hundreds of local business and property owners that the BID represents continue to make thoughtful investments in Miami’s growing urban arts district. Below is a visual overview of how the BID allocated their resources in 2020 .



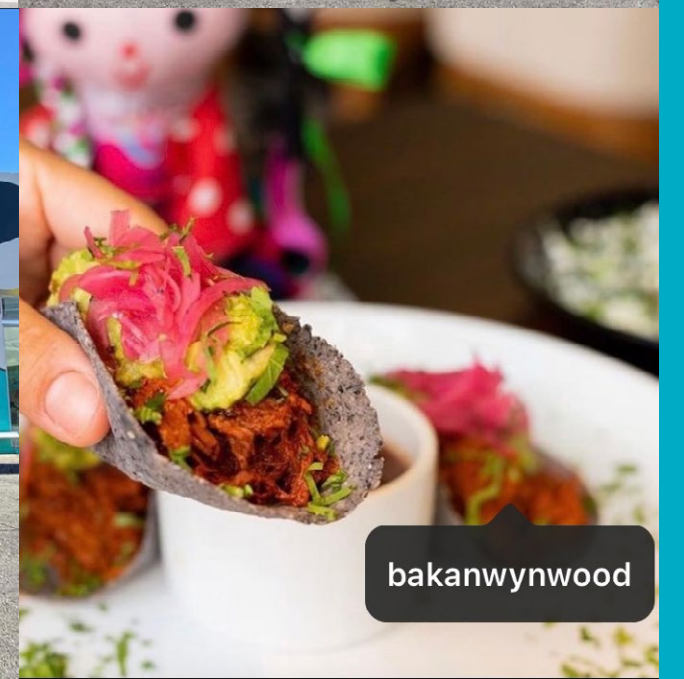
MPA PAY-BY-PHONE PARKING TRANSACTIONS IN WYNWOOD





# MARKETING

Artist Credit, Top to Bottom: EDO, Typoe, and Nick Napoletano





## MARKETING

### WYNWOOD WEBSITE REDESIGN NEW

The Wynwood Business Improvement District (BID) prides itself as a forward-thinking organization, always seeking the best ways to promote the Wynwood Arts District. Early in 2020, the BID managed a redesign of the WynwoodMiami.com homepage and events page. Completed in January 2020, WynwoodMiami.com features a new, responsive design complete with a video background created from highlights of Miami Art Week 2019.

### WYNWOOD STREET GUIDE

In an effort to help visitors navigate their way throughout the district, the Wynwood BID printed a refreshed district map that included every business and parking option within the district. In order to ensure our visitors had the most up-to-date information, the business directory side of the map was updated to reflect any openings and closings between the summer and mid-November. The updated version was printed and distributed in time for the influx of visitors the district experienced during Miami Art Week. A digital version is available at WynwoodMiami.com/Map.

### MEDIA AND PRESS COVERAGE

Wynwood continues to garner exceptional news coverage across all mediums focused on the arts, culture, real estate, restaurant and retail developments that are taking place in the area. The Wynwood BID has earned extensive media coverage for its own forward-thinking initiatives over the past year and continues to serve as a trusted voice for the media on issues related to Wynwood's broader transformation. Additionally, the BID directs reporters to local businesses and property owners to enhance coverage and benefit local stakeholders.

### VIDEO CONTENT CREATION NEW

The BID hired a video production company to produce a series of mini documentaries, vignettes and promotional videos that highlight the Wynwood Arts District.

The BID forged a partnership with BRIDGE Miami, a local tech-startup, to produce videos showcasing various Wynwood businesses. This series of videos are set to launch in November 2020 as an additional effort to help the neighborhood recover from the summer closures forced by the COVID-19 pandemic. Participating businesses include Dasher & Crank, UNKNWN, Frangipani, Fun Dimension, Base, Coyo Taco, KYU, The Salty, Le Chick and Wynwood Shop.

### NATIONAL AND INTERNATIONAL RECOGNITION NEW

Throughout 2020, Wynwood received several prominent recognitions from national and international publications. Over the summer, Wynwood was named as a TripAdvisor Travelers' Choice Award Winner. The prestigious designation is awarded to the top 10% of attractions worldwide. Also, Wynwood earned a spot on TimeOut's list of the 50 Coolest Neighborhoods in the World and on TimeOut's list of 15 Coolest Neighborhoods in the United States.



Artist Credit: Favela Painting



### SIGNATURE EVENT PROMOTION NEW

Over the past several years, Wynwood's annual Halloween celebration and Miami Art week festivities have become among the largest events in all of South Florida. Each year, over 160 special events depend on the BID for promotional and logistical support. This also provides the BID numerous opportunities to promote Wynwood across international media as a destination for a variety of different audiences and demographics. The BID's marketing platforms including WynwoodMiami.com and @WynwoodMiami social channels are routinely leveraged to further promote events and promotions throughout the District.

### SUPER BOWL EVENTS NEW

Miami played host to Super Bowl LIV in February 2020. Similar to Halloween and Miami Art Week, the BID promoted over 60 events, positioning the neighborhood as the top destination for visitors in town for the Super Bowl. Events promoted by the BID included fan fests, brand launch events, watch parties and concerts with A-list talent.



Artist Credit: Kenny Scharf



# COMMUNITY





## COMMUNITY

**During the 2019-2020 fiscal year, the Wynwood BID dedicated time to work with several organizations to reinforce our commitment to helping groups within and surrounding the Wynwood community.**

### PUERTO RICAN CHAMBER AWARDS NEW

In December, Luis De Rosa, President of the Puerto Rican Chamber of Commerce of South Florida, presented the Wynwood BID with an award for participating in its annual Hispanic Heritage Event that occurred at Roberto Clemente Park.

The Puerto Rican Chamber expressed gratitude to the Wynwood BID for its sponsorship of the event and recognized BID Chairman Albert Garcia and Executive Director Manny Gonzalez with an appreciation award for their commitment to the Wynwood and Puerto Rican communities.

### HOMELESS OUTREACH NEW

The Wynwood BID regularly works alongside the Wynwood Neighborhood Enhancement Team (NET) Office to coordinate Homeless Outreach & Clean Up Events, as part of the BID's commitment to addressing Homelessness in Wynwood as humanely and respectfully as possible. As such, the BID and various departments of the City of Miami, including the Miami Homeless Assistance Program, worked throughout the year to diligently remove debris from the public right-of-way, facilitate participation in the needle exchange program, and offer housing.

### HISPANIC ART EXPRESSIONS

In October 2019, Hispanic Art Expressions returned to the Magnus Gallery inside of the world-renowned Wynwood Walls. Hosted by Miami-Dade County Commissioner Audrey M. Edmonson, Hispanic Art Expressions is an annual showcase dedicated to amateur Hispanic artists. This year, the event was sponsored by the Miami-Dade Hispanic Affairs Advisory Board, the Puerto Rican Chamber of Commerce and Miami Latino Art Beat. For the second straight year, the Wynwood BID played an integral role in securing the venue, as well as providing public relations services to help promote the event.

### WYNWOOD LATIN ARTS & MUSIC FESTIVAL

The Wynwood BID partnered with City of Miami Commissioner Keon Hardemon, the Wynwood Neighborhood Enhancement Team, and the Puerto Rican Chamber of Commerce to help sponsor the Wynwood Latin Arts & Music Festival, held at Roberto Clemente Park. The Wynwood BID assisted the Wynwood NET with promotion of the event and donated funds to secure entertainment, food and refreshments for the event.







## SPECIAL EVENT RECRUITMENT

The Wynwood BID has successfully recruited various special events to the neighborhood. Historically held in Miami Beach, the BID facilitated the relocation of the Home Design and Remodeling Show to the Mana Convention Center. Additionally, the BID facilitated Contemporary and Digital Art Fair's (CADAF) expansion into Miami, helping them locate a suitable venue.

## CONTEMPORARY & DIGITAL ART FAIR

Occuring during Miami Art Week 2019, Contemporary and Digital Art Fair's (CADAF) was the first art fair in Miami dedicated to digital works of art including technologies such as Augmented Reality (AR). Besides locating a venue for CADAF, the BID became a marketing and public relations partner with the fair. Our team's efforts led to several high-profile media inclusions for the CADAF and Wynwood BID partnership.

## HALLOWYNWOOD HAUNTED HOUSE

In October 2019, the BID collaborated with City of Miami Commissioner Keon Hardemon, the Wynwood NET and the Puerto Rican Chamber of Commerce in planning the HalloWynwood Haunted House at Roberto Clemente Park. Held on Halloween night, HalloWynwood is an annual event created as a safe, family-friendly event for the residents of Wynwood. The Wynwood BID helped facilitate donations from local businesses and provided marketing support for the community-oriented event.

## UNIVERSITY OF QUEBEC IN MONTREAL STUDENT VISIT NEW

In February 2020, the Wynwood BID and local property owner, David Lombardi, hosted students from the University of Quebec in Montreal (Quebec, Canada). As urban planning students, they chose to study and visit Wynwood in large part due to the success of the Neighborhood Revitalization District-1. Wynwood BID Chairman Albert Garcia and Marketing Coordinator Chris Hoffman led a discussion on the past, present and future of Wynwood.



## COMMUNITY

### WYNWOOD FILM SERIES

The BID partnered with popular independent film theater O Cinema to curate monthly pop-up screenings throughout the neighborhood. The film series kicked off at Gramps and welcomed audiences with six different movies at five different venues. Venues that hosted a movie during the monthly series include Gramps (*Beetlejuice*), No. 3 Social (*Exit Through the Gift Shop*), The Wynwood Marketplace (*Home Alone* and *The Matrix*) and The Light Box at Goldman Warehouse (*Moonlight*).

### COMOTION MIAMI LIVE NEW

As part of the Wynwood BID's efforts to bring a diverse set of events to the district, it partnered with CoMotion Miami, a transportation and mobility focused conference. As a marketing partner of the conference, the BID assisted in the promotion of the mobility conference's first Miami based edition. Originally scheduled to be held at Mana Wynwood in June 2020, CoMotion pivoted to a virtual-only model in light of the pandemic. CoMotion Miami Live saw transportation experts from around the world join various online sessions to discuss and collaborate on the future of mobility. Wynwood and Miami at large were at the center of many discussions, including the Wynwood Streetscape Master Plan and the City of Miami's propensity for piloting mobility innovations.





CLEAN TEAM

Every day, the dedicated women and men of the Wynwood Clean Team are making the District a more welcoming place to be.

There have been no regularly provided City or County cleaning services provided for Wynwood. As a result, the BID's clean team addresses this void by emptying trash bins, sweeping public right of ways, power washing sidewalks, and maintaining the overall cleanliness of the District. This keeps our neighborhood a hospitable destination for everyone. The Wynwood BID's clean team is responsible for the day-to-day appearance of the neighborhood, creating a beautiful, clean and safe place to live, work, and play. Since the Wynwood clean team began operations seven years ago, their efforts have directly changed preception of the neighborhood. The BID has received overwhelmingly positive feedback that the streets are clean.

In addition to their impact on the sidewalks and streets-capes of the neighborhood, clean team members help to

create a vibrant atmosphere that showcases neighborhood amenities to visitors while also creating an inviting environment for residents and employees.

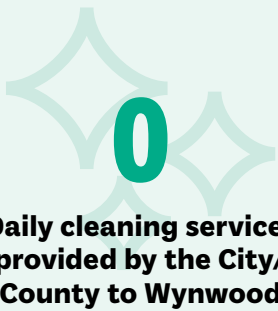
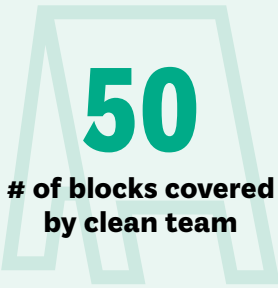
The clean team is comprised of eight full-time employees. The ambassadors provide service seven days a week, 365 days a year, with extended hours during the busier winter seasons. The clean team members are contracted through the Wynwood BID offering employment opportunities to locals. The Wynwood BID supports these individuals' professional development by providing the resources and support needed for them to secure other permanent employment opportunities.

Keeping the district clean is a tough job, and Wynwood is fortunate to have these hardworking and conscientious people on the BID team.



Artist Credit: Chad Mize

CLEAN TEAM





# SECURITY

Artist Credit: Jason Garcia





## SECURITY

**Collaboration and partnership are at the heart of the Wynwood BID's approach to supporting the reduction of crime and increase in quality of life.**

Working closely with the City of Miami Police Department, the Wynwood BID has delivered measurable success in reducing the impact of business crime to our membership. The creation of valuable relationships with the business community is a priority for the Wynwood BID, providing the latest safety information, improving the flow of intelligence between partners, and providing solutions to the challenges that our District faces. Over the past year, crime is down 65% within the BID boundaries.

### SECURITY CAMERA PARTNERSHIP WITH POLICE DEPARTMENT

In 2019, the City of Miami Commission approved a donation of \$181,000 by the Wynwood BID to the City of Miami Police to expand the department's ongoing security efforts for the 50-block district. The Wynwood BID's donation allowed for the purchase of 48 cameras and 2 license plate readers to be added to the Police Department's current security system. This partnership is part of the BID's work to equip the neighborhood with the tools it needs to continue to evolve as a tourism destination, full-time neighborhood, and a safe place for both visitors and residents.

The security equipment is connected to antennas placed around the district and shares a real-time feed into the Miami Police Department's closed-circuit television system, aiding law enforcement in tracking and solving crime. License plate readers have been credited with assisting in locating missing persons, fugitives and stolen cars in cities. While crime levels in the district have dramatically lowered in the past year, the expanded security system is the next step in the BID's commitment to improve the quality of life for all in the neighborhood. The second phase of the

donation was approved by the City of Miami Commission in July 2020 and called for the installation of an additional 45 cameras.

The City of Miami Police Department also donated 27 security cameras within the Wynwood and Overtown District boundaries located throughout NW 20th St. to NW 22nd St. from NW 2nd Ave. to North Miami Avenue, via a security grant the department was awarded. A license plate reader was also donated and installed by the Police Department on NW 20th St.

### "PARK SMART" SIGNAGE

The Wynwood BID, Miami Parking Authority and the City of Miami Police Department facilitated the fabrication of new Park Smart signs to be installed within the boundaries of the BID. Signs will be installed throughout the public right of ways throughout the District, in addition to being available to private parking operators within the District.

The new signs will now have a QR code that will allow visitors to download the Official Wynwood Street Guide to easily traverse the District.







## PUBLIC SAFETY DEMONSTRATION SECURITY MEASURES NEW

The Wynwood BID has a steadfast commitment to strengthen safety and security, build community resilience, and ensure business continuity. When the neighborhood became the center for public demonstrations during the summer of 2020, the Wynwood BID worked with the City of Miami Police Department to stay up to date and prepared for planned demonstrations.

Although 40% of all City-wide demonstrations traversed through the Wynwood BID boundaries, the area experienced no damage or public safety issues, only peaceful demonstrations in the inclusive neighborhood.

Wynwood's City of Miami Police Commander and his department mobilized specific response elements to handle these types of events and prepare for potential scenarios throughout the district, thus ensuring there was always a respectful element and everyone's voice was heard.

## RIDESHARE DESIGNATED SPOTS NEW

Wynwood prides itself as an incubator for forward thinking solutions. As such, the Wynwood BID worked with the Miami Parking Authority (MPA) to introduce a rideshare pilot program to address problems with vehicular traffic flow and life safety concerns stemming from Uber & Lyft users. Five locations within Wynwood were specifically designated for rideshare pick up and after further discussion with the MPA, another five have been approved.

## DISTRICT-WIDE SPECIAL EVENT PREPARATIONS

On a daily basis, the Wynwood BID works to foster a safe environment, ensure neighborhood security, and assist properties, businesses, and visitors during our weekly and District wide signature events held during Miami Music Week, Miami Art Week and Halloween.

The Wynwood BID, in tandem with representatives from the City of Miami, Code Compliance, Miami Parking Authority, City of Miami Police, Wynwood NET, Solid Waste, Miami-Dade County and all transportation providers coordinate annual meetings in preparation for major events to ensure a safe and pleasurable experience to the over 1,000,000 visitors these events generate.

Preparations include the approval of additional police resources by City of Miami Police Chief Jorge Colina and granular execution by Wynwood Commander Dan Kerr, and the rest of the Wynwood and City of Miami Police team.

The City of Miami also generously provides additional Code Compliance officers, as well as, cleaning resources to ensure that our 50-block District is thoroughly cleaned each morning throughout the duration of these mass events.

We are happy to announce that this past year was no different, with all aforementioned signature events having successful festivities and no major incidents reported within our District.



## SECURITY

### FOOD & BEVERAGE NEIGHBORHOOD DELIVERY COORDINATION NEW

In an effort to proactively address the growth and expansion of the District, the Wynwood BID met with all food & beverage delivery companies to seek and find an amicable delivery schedule that would not impede traffic in the District, especially when they arrive in the afternoon hours versus the desired early mornings.

In addition to advising them of abiding by the delivery parking zones in the District and asking them to deliver earlier, the MPA installed new delivery zones in affected areas to execute the new delivery regulations. This project is being coordinated in tandem with the MPA and the City of Miami Police Department to ensure that businesses or parking spaces are not blocked by delivery trucks.

### MIAMI-DADE COUNTY LED LIGHTING RETROFIT INITIATIVE

The Wynwood BID believes that environmental factors such as lighting improvements play a vital role in making Wynwood more accessible to everyone. Better lighting helps increase vehicular and pedestrian visibility at night, deter criminal activity and mitigate urban blight. With this in mind, the BID has worked to install light-emitting diode (LED) fixtures in the area, which are relatively more cost-efficient and produce comparatively higher light quality than their High Pressure Sodium (HPS) counterpart.

Since the inception of the initiative over 310 existing roadway lights within the City-maintained streets were converted from HPS to LED. Miami-Dade County also entered into an agreement with FPL for the new LED fixtures along NW 2nd Ave. and North Miami Ave.

### REPROGRAMMING OF MIAMI-DADE COUNTY STREET LIGHTS

The Wynwood BID worked with Miami-Dade County transit and the City of Miami Police Department to reprogram the streetlights on NW 29th St., NW 20th St., NW 3rd Ave., NW 2nd Ave. and North Miami Ave. so they would not blink during the early morning and evening hours, causing potential early morning crashes.

The blinking lights were a remnant of the old industrial neighborhood that would allow the facilitation of traffic throughout this once dangerous thoroughfare. Since the existence of the BID and progression of the District, the blinking lights were not needed anymore and now allow for the travel of vehicles safely, as the lights are now in operation.





# MASTER PLANNING





## MASTER PLANNING

### COMMUTER RAIL ADVOCACY NEW

The Wynwood BID took on a leading role in advocating for a commuter rail system in the Northeast Corridor that includes a station in the Wynwood/Midtown/Edgewater area. From a macro level, the Wynwood BID created the Northeast Corridor Coalition, a collective that included dozens of organizations that share the common goal of having a commuter rail system implemented along the Northeast Corridor as outlined in Miami-Dade County's SMART plan.

In order to support the advocacy efforts, the Wynwood BID partnered with local publication, The New Tropic, to raise awareness of the possible system. The partnership included social media posts, newsletter ads, dedicated stories and a virtual panel event centered on the merits of implementing a new commuter rail system. *Let's Get Miami-Dade Back on Track* was a virtual panel event led by transit and community leaders, including County Commissioner Eileen Higgins, Wynwood BID Chairman Albert Garcia, Florida East Coast Industries Executive Vice President Jose Gonzalez and FAU Professor Dr. John Renee.

While advocating for a new commuter rail system, the Wynwood BID simultaneously was calling for a station in the Wynwood/Midtown/Edgewater area. Advocating for the station included an aggressive proactive media relations campaign and the use of social media ads that directed interested members of the public to send emails in support of the system and station to the County Mayor and Commissioners.

### DEVELOPMENT PIPELINE NEW

Launching in August 2020, the Wynwood BID added a dedicated page on WynwoodMiami.com to track both completed and upcoming development within the Neighborhood Revitalization District-1 (NRD-1) boundaries. At launch, the page included 17 projects that are a result of the NRD-1 zoning overlay that was implemented in 2015. Moving forward, any projects that officially begin construction will be added to the development pipeline webpage. The development pipeline can be found at [WynwoodMiami.com/Pipeline](https://WynwoodMiami.com/Pipeline).

### SMALL-SCALE DEVELOPMENT NEW

Miami City Commission approved amendments to Wynwood's Neighborhood Revitalization District (NRD-1) zoning regulations that encourage small-scale development and further adaptive reuse in Wynwood. This initiative was spearheaded by the Wynwood BID in partnership with the City's Planning Department to make small-scale development projects more viable by allowing both new buildings on vacant lots and adaptive reuses of existing buildings to build with reduced or even no parking, in exchange for payments into the Wynwood Parking Trust Fund.







## VEHICULAR WAYFINDING NEW

The Wynwood BID contracted Merje as the official wayfinding study contractor for the installation of wayfinding signage, intended to address vehicular visitors coming to the district. The wayfinding program will provide gateway signs at our main intersections welcoming visitors to the neighborhood, and branded wayfinding signs to help people find their way around, and more easily locate parking facilities, drop off/on locations, retail establishments and residences in a more organized and orderly fashion.

An additional portion of the scope of service also calls for the installation of Wynwood signage throughout surrounding FDOT highways and streets, making it easier for visitors to find the District.

Please note that the upcoming way-finding initiative will also complement our existing “Wynwood” banners, which are currently installed throughout the District and are constantly changed to reflect in-coming events, thus further implementing the neighborhoods brand at the street level.

## STREET VENDOR ORDINANCE NEW

The Wynwood BID proactively worked with the City of Miami Public Works Department to overhaul the on-street vendor ordinance which was outdated by almost 20 years city-wide. In an effort to assist retailers in the area, the Wynwood BID has been working with the City of Miami to limit the amount of sidewalk vendors that have been operating illegally and negatively impacting law-abiding retailers by selling on public sidewalks.

The current code conflicts with development that has occurred throughout various neighborhoods in the City of Miami and the Wynwood BID will be working with our elected officials to help ensure the aforementioned is modified to reflect the current state of each neighborhood within the City of Miami.

## SIDEWALK PEDESTRIAN KIOSKS NEW

The Wynwood BID, in partnership with the City of Miami, has approved a digital kiosk program to be released in 2021. These new digital kiosks will be installed on sidewalks. This much needed wayfinding initiative will first launch in Wynwood to help facilitate pedestrian flow.

Each display kiosk will have the capability to provide Wi-Fi within a 10ft radius, security button/camera linked to the Police Department, emergency call buttons, up to date merchant lists, District events, tour bus and bus stop locations, Uber drop off/on zones, special event dates, up to date business listings and LED detail lighting to match the Wynwood BID brand.

IKE Smart City and the Wynwood BID are currently coordinating efforts to deploy in the second quarter of 2021.



### **NORTH MIAMI AVENUE** NEW **CROSSWALKS PROJECT**

The BID has made improvements in pedestrian and vehicular safety with the implementation of crosswalks on North Miami Ave. from NW 20th St. to NW 29th St. The BID worked with Miami-Dade County to discuss the conditions of North Miami Avenue, specifically the non-existence of pedestrian crosswalks and vehicular traffic calming devices in the area, despite the fact that Wynwood has the highest density of visitors in Miami.

The BID was able to secure (2) illuminated pedestrian crosswalk signs located on the highest used portions of this thoroughfare, along with (2) additional standard crosswalks to allow for ample locations for visitors and residents of the area to safely cross this rapidly-expanding eastern corridor of the District.

### **NORTH MIAMI AVENUE DRAINAGE IMPROVEMENTS**

The Wynwood BID is in the final stages of drainage and pedestrian improvements along North Miami Avenue which are scheduled to be completed by Miami-Dade County prior to the conclusion of 2020. The work is a result of discussions held by the BID and Miami-Dade County about addressing excessive flooding that occurs throughout this corridor and negatively affects local businesses in the area.

The flooding and high traffic combined have caused an impairment of vehicular traffic, retail and property owner damages, and concerns regarding the safety of school children crossing the avenue. Addressing these issues is even more important, as construction projects continue to come off the ground in this area.





## EMERGENCY PREPAREDNESS



In 2019, in efforts to proactively prepare for any inclement weather, the Wynwood BID created its first Emergency Response Plan with the purpose to minimize the potential human loss or injury and property damage from a disaster or emergency; reduce losses and interruptions to business, resident and governmental activity; and to function in concert with the City of Miami and Miami-Dade County emergency management actions. The Wynwood Business Improvement District recognizes the need for a centralized coordination point in the event of an emergency. This plan describes the preparation and response scenarios for multiple potential emergency situations, and it describes the roles of property owners, business owners, City of Miami Police Department, Florida Power & Light (FPL), City of Miami Public Works, Miami-Dade County and other entities. As with previous years, the BID enacted an updated Wynwood Emergency Plan for 2020.

Annually, the Wynwood BID also submits a District wide service request to Miami-Dade County/WASA for the proactive clean-out of all catch drainage locations within the boundaries of the district prior to the commencement of hurricane season. During the 2020 Hurricane season, the Wynwood BID kept the community up to date on the progress and track of the storm, in addition to the dissemination of important storm contact information and hurricane preparedness material as the storm approached South Florida.



# PANDEMIC RECOVERY NEW





### BUSINESS NOTIFICATION MEMOS

One of the biggest challenges in responding to the pandemic is the constantly fluctuating rules and regulations from several levels of government. The Wynwood BID took a lead role in disseminating directly to members policy changes related to stopping the spread of the virus. From the onset of the pandemic, the BID sent out over 30 email memos to the Wynwood community to help guide them through the uncertainty of this unprecedented pandemic.

### COMMUNITY DONATIONS

With all industries affected by the COVID-19 pandemic, The Salty, Nabati and Basico each created donation programs dedicated to paying it forward. The Salty and Nabati delivered donated donuts and plant-based ice cream to hospitals and first responders to show appreciation for all of their efforts, while Basico created a capsule collection with partial proceeds of each sale going into a relief fund for Wynwood hospitality workers. The Wynwood BID helped each of these businesses spread the word about their new programs.

Additionally, the BID helped Domio coordinate the donation of 1,000 free room nights for first responders and medical staff. The BID staff connected Domio to local hospitals and first responders to make them aware of the program.

The BID also conducted proactive press outreach regarding the above initiatives to highlight the unique work of the neighborhood in response to the pandemic.

### #WYNATHOME CAMPAIGN

The Wynwood BID quickly implemented a plan to keep our social media audience engaged during the Stay-at-Home orders enacted throughout Miami-Dade County. #WynAtHome was a series of Instagram live videos featuring Wynwood businesses. A few of the videos included cooking demonstrations with Coyo Taco, an art talk led by Museum of Graffiti and DJ sets led by Mr. Pauer, El Patio's resident DJ. #WynAtHome featured the following businesses: Museum of Graffiti, Coyo Taco, 1-800-Lucky, racket, Sol Yoga, El Patio, Alter, Beaker & Grey, The Salty, and Veza Sur Brewing Co. The six videos that remain on IGTV have received over 16,000 views. The BID also promoted the initiative through proactive media outreach that generated coverage in numerous outlets.

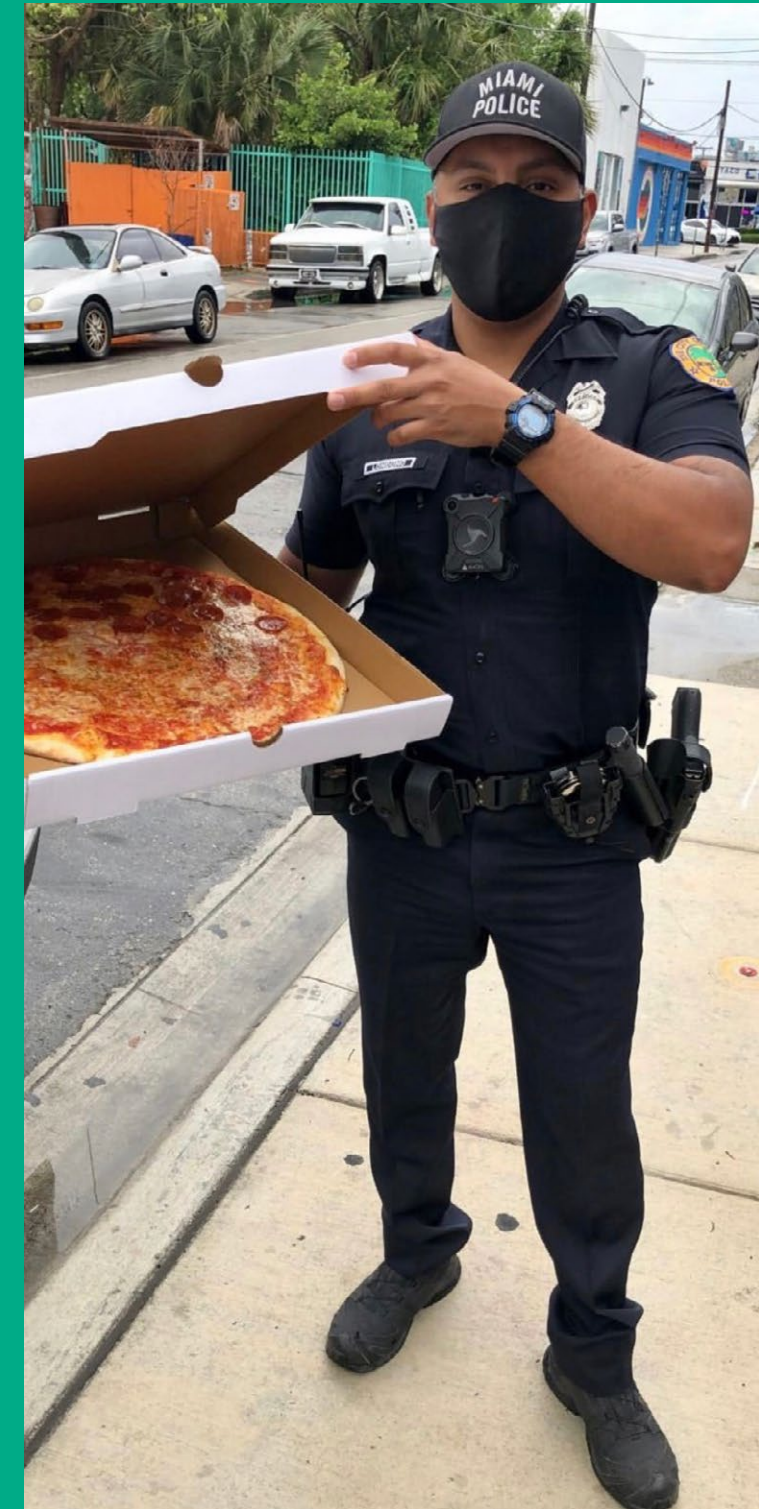
### RESTAURANT RECOVERY PROGRAM

In an effort to help Miami restaurants get up and running following the COVID-19 shutdown, the Wynwood BID was the first organization to implement the City of Miami's Restaurant Recovery Program, which allows restaurants to temporarily add or expand outdoor seating areas while meeting social distancing requirements.

The Wynwood BID has covered the costs associated with renting the water barricades throughout the duration of the initiative, in addition to the promotional banners that accompany the barricades.

### #FORTHEWYN CAMPAIGN

#ForTheWyn is a social media campaign built for Instagram with the intent of spreading awareness of Wynwood businesses that are open for business while also increasing engagement amongst our followers. This specific campaign featured 12 challenges with 12 prizes provided by 12 different businesses. From art to food to shopping, there was a prize for everyone to be excited about. A few of the featured prizes were a graffiti class for two at Museum of Graffiti, a month of coworking space at Minds CoWork and a personal shopping experience at Frangipani. The 12 participating businesses were Minds CoWork, The LAB Miami, Sol Yoga, Doma, Candle Land, Museum of Graffiti, Beaker & Gray, Frangipani, Base, Rupees and Basico. This initiative also received widespread media coverage through the BID's proactive efforts.





# FINANCE

Artist Credit: Aviator Nation







Artist Credit: Faulders Studio

AUDIT OUTCOME 2019–2020:

In 2020, the Wynwood Business Improvement District oversaw and received a clean financial audit with no reportable issues for the seventh consecutive year. The audit was conducted by Sanson, Kline, Jacomino, Tandoc & Gamarra, LLP, a licensed certified public accounting firm, pursuant to City of Miami Finance Department guidelines.

REVENUES	BUDGETED	ACTUAL	VARIANCE
Assessments	\$782,995	\$658,561	(\$124,434)
Parking Waiver Fees	\$410,000	\$120,000	(\$290,000)
Other	\$99,500	\$3,130	(\$96,370)
Total Revenues	\$1,292,495	\$781,691	(\$510,804)
EXPENDITURES			
General Government	\$1,198,309	\$926,192	\$272,117
Special Events	\$94,186	\$90,709	\$3,477
Total Expenditures	\$1,292,495	\$1,016,901	\$275,594
Deficiency of Revenues Under Expenditures	—	(\$235,210)	(\$235,210)
Fund Balance – Beginning of Year	—	\$622,854	—
Fund Balance – End of Year	—	\$387,644	—



BOARD OF  
DIRECTORS



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Chairman



**DAVID CHARETTE**  
Board Member



**GABRIELE BRAHA**  
Board Member



**LESLIE SHARPE**  
Board Member



**MARLO COURTNEY**  
Board Member



**SVEN VOGTLAND**  
Board Member



**GLENN ORGIN**  
Board Member



**IRVING LERNER**  
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**JON PAUL PEREZ**  
Board Member

BOARD OF  
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WYNWOOD  
BID STAFF



**MANNY GONZALEZ**  
Executive Director



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Marketing Manager



**ALEKSANDER SANCHEZ**  
Project Coordinator



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County Mayor



**AUDREY M. EDMONSON**  
County Commissioner

GOVERNMENT  
OFFICIALS



**FRANCIS SUAREZ**  
City Mayor



**KEN RUSSELL**  
City Commissioner



**KEON HARDEEMON**  
City Commissioner









**Cover Artist Credit, Top to Bottom:**  
BustArt, Telmo Miel, Bier En Brood, Said Kinós



BUSINESS  
IMPROVEMENT  
DISTRICT

**WYNWOOD**

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