



BUSINESS  
IMPROVEMENT  
DISTRICT

50 NW 24th St  
Suite 104

2021

# ANNUAL REPORT

# Message from Albert Garcia Wynwood BID Chairman

Since its creation a decade ago, the Wynwood Business Improvement District (BID), has helped guide Wynwood's evolution from an industrial district into a bustling, arts-focused urban neighborhood home to the largest concentration of street art in the United States. Today, I am proud to state that Wynwood is safer and cleaner than ever before. Growing families and young professionals now call Wynwood home, and thousands of qualified employees work in Wynwood's newly built office buildings enjoying the neighborhood's offerings of world-renowned art, technology, dining, and entertainment.

This past year, the BID has worked tirelessly to support the growth of local businesses, highlight the diversity of our community, lead beautification efforts, and institute signature programming for residents and visitors to enjoy—all while navigating the many complications of a global pandemic. Despite the many challenges we experienced, Wynwood welcomed over a

dozen new businesses in the past year and hit a record number of both domestic and international visitors traveling to the neighborhood.

Key to these achievements has been the BID Board of Directors' commitment to instituting forward-thinking planning initiatives for our neighborhood and enhancing the district for all stakeholders. We are proud to provide our community with essential services to advocate for the area and support businesses to gain better access to the City of Miami's resources. With this focus, the BID has spearheaded countless initiatives focusing on small-scale development to offset larger buildings, facilitating the construction of mixed-income housing in Wynwood, and reaffirming Wynwood's artistic, industrial character by preserving the art of building facades.

More specifically, the BID continues to advocate for a Wynwood train station that would provide our entire community with a new commuter rail



service along the Northeast Corridor, bringing a critical transit option to the district. The BID is also working closely with the City of Miami Police Department to install nearly 100 security cameras throughout the neighborhood to make streets safer and strengthen the quality of life for our residents, business owners, and visitors.

Now and in years to come, the BID will continue to lead the neighborhood's renaissance into a bustling area that is home to a diverse fabric of people, businesses, and organizations rooted in creativity and entrepreneurship. I am so grateful to our team, board members, and community leaders who dedicate time and effort to strengthen this unique, brilliant community. I am confident that alongside the never-ending ingenuity of our businesses and residents, we will ensure Wynwood remains one of the fastest-growing communities in South Florida.

Sincerely,

A stylized, handwritten signature in white ink, consisting of a large 'A' followed by a series of loops and a final vertical stroke.

**ALBERT GARCIA**  
Wynwood BID Chairman







**The Wynwood Business Improvement District (BID) Board of Directors (Board) are pleased to provide you with this 2021 Annual Report on the ongoing efforts to steer Miami's bustling Wynwood neighborhood towards a bright future that fosters and maintains the area's unique artistic and industrial character, while continuing the area's progress.**

### NEIGHBORHOOD BACKGROUND

The Wynwood BID is a special assessment district in the City of Miami that consists of 400+ businesses and commercial properties within the 50-city-block Wynwood Arts District. The 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 over six million visitors annually from around the globe who are drawn to the neighborhood's street art and innovative businesses.

These businesses include distinguished galleries, innovative tech ventures, 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 supplements the City's limited resources, ensuring Wynwood's status as a global destination for art, fashion, innovation, and creative enterprise.

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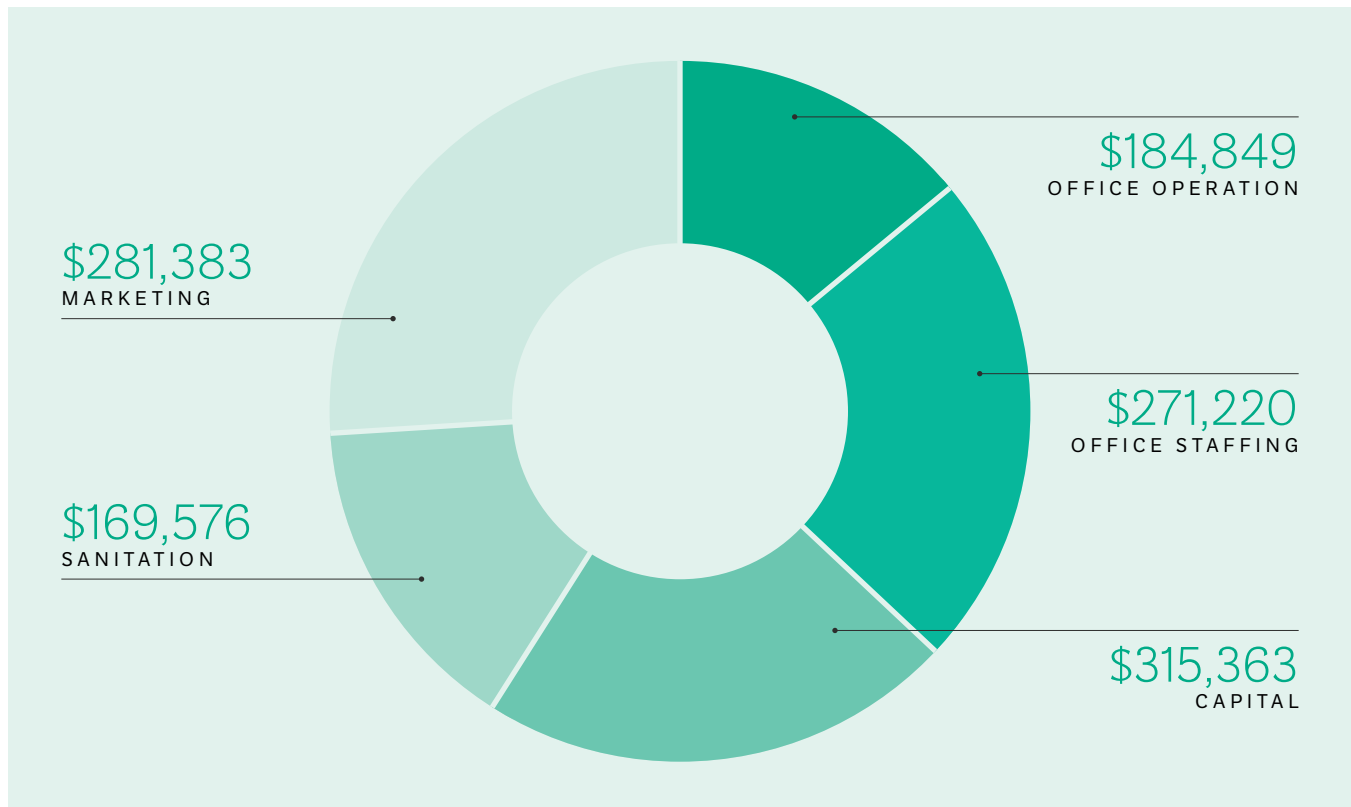
42  
FINANCE

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BOARD OF  
DIRECTORS

## 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 its resources in 2021.

TOTAL EXPENDITURES \$1,222,390







6M+

ANNUAL VISITORS

\$590M

SPENDING FROM  
VISITORS

1,736

RESIDENTS

8K+

LOCAL JOBS  
SUPPORTED

## MPA PAY-BY-PHONE PARKING TRANSACTIONS IN WYNWOOD

2018

1,462,834

2019

1,535,997

2020

895,404

2021

1,817,432



# MARKETING







# MARKETING

## WYNWOOD STREET GUIDE

To help visitors navigate their way throughout the district, the Wynwood BID printed a refreshed district map that included every business within the district. Once again, the BID ensured that our visitors had the most up-to-date information by updating the business directory side of the map to reflect any openings and closings between the summer and mid-November. The refreshed version was printed and distributed in time for the influx of visitors the district experienced during Miami Art Week.

## SOCIAL MEDIA

Social media continues to play a vital role in the Wynwood BID's marketing strategy. Since April 2020 all social media accounts have been curated by the internal team. By the end of the fiscal year, @WynwoodMiami's total social media audience exceeded 221,000 followers, an increase of approximately 12% compared to the previous year.

It is important to note that the Wynwood social media channels were the catalyst to showcase this neighborhood to the world. It is because of our 15-year head start on social media, that allowed the Wynwood brand to become a global force.

## MEDIA & 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 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 connects reporters to local businesses and property owners to enhance coverage and benefit local stakeholders.

The Wynwood BID has had the privilege to appear on almost every type of periodical within the City of Miami, on a bi-weekly to monthly basis, since the beginning of the fiscal year. Media and press are the mediums we use to ensure that our message and legislative goals are distributed throughout Miami to ensure everyone is apprised of our intended goals for the neighborhood.

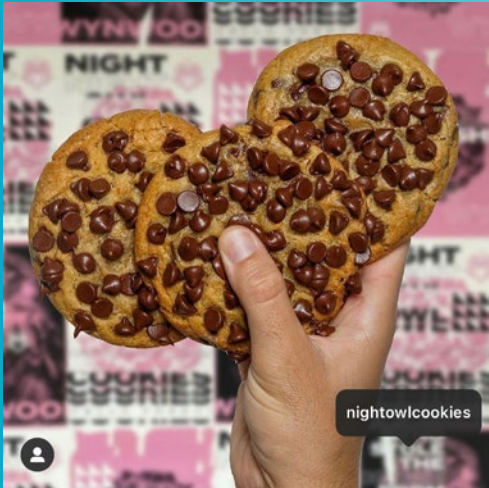
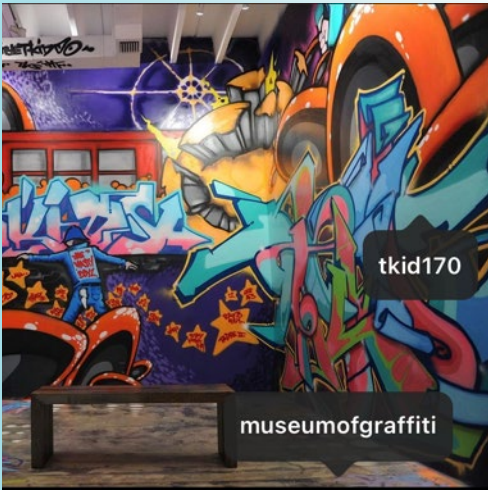
## VIDEO CONTENT CREATION

The Wynwood BID collaborated with BRIDGE Miami, a video-based platform, to produce 10, 60-second videos about various Wynwood businesses. The video series launched in November as an additional effort to help the neighborhood recover from the summer closures forced by the COVID-19 pandemic. Participating businesses included Dasher & Crank, UNKNWN, Frangipani, Fun Dimension, Base, Coyo Taco, KYU, The Salty, Le Chick and Wynwood Shop.











## ADVERTISEMENTS & PROMOTIONS

The BID team always makes sure to diversify our advertising and promotional assets. Ads were placed throughout the year in different local publications such as the Miami Herald, Miami New Times, The New Tropic and Miami Today. Other assets included a refreshed Wynwood Street Guide, updated street pole banners and new disks located on each trash can in Wynwood. Trash can disks now include a direct link to download and view the Wynwood Street Guide on a mobile device.

## RESTAURANT RECOVERY PROGRAM

As part of the recovery efforts, the Wynwood BID continued the implementation of the Restaurant Recovery Program, where food and beverage operators may use Miami Parking Authority parking spaces as additional outdoor dining space. The BID covered the cost for the barricades and barricade covers needed for Wynwood restaurants to participate. The Wynwood BID team successfully designed and installed over 150 barricade covers for the 20+ participating businesses.

## #FORTHEWYN CAMPAIGN

#ForTheWyn was a social media campaign built with the intent of spreading awareness of Wynwood businesses that were open, while also increasing engagement amongst our audience. Run over a period of two months, the 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 included 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, Crossfit Wynwood and Basico.

## IKE SMART CITY KIOSKS

In the first quarter of 2021, Ike Smart City launched four digital kiosks within Wynwood to help pedestrian flow throughout the neighborhood. While each business is listed on the kiosk, the BID ensured we incorporated art into the new devices. The BID facilitated partnerships between Ike, Miami's Best Graffiti Guide and Wynwood Walls to curate the artwork that appears on-screen. In addition, the BID coordinated a "Cafecito Talk" between City of Miami Mayor Francis Suarez and Ike Smart City CEO Pete Scantland. Taking place at Wynwood 25, the conversation highlighted the partnership between Ike and the City. The video was distributed online to announce the new kiosks and educate the public on the multitude of features available to pedestrians.

## GREATER MIAMI MAP DISTRIBUTION

In an effort to distribute Wynwood marketing material throughout Greater Miami and the Beaches, the BID partnered with various condominiums, hotels and visitor centers to carry the Official Wynwood Street Guide. Partners include Quantum on the Bay, Midtown 29, Miami Beach Visitor Center and Intercontinental Miami.

The Wynwood BID receives a plethora of requests from local hotels in Miami Beach and other areas in Miami for Wynwood maps and due to the abundance of requests our marketing team has ramped up production and recruited additional agencies and hotels for proactive distribution sites, in addition to our regular partners.

# MARKETING

## **GMCVB COFFEE & CONVERSATION** NEW

With in-person meetings still difficult, the BID – like many others – pivoted to virtual discussions. In February, the BID partnered with the Greater Miami Convention and Visitors Bureau (GMCVB) on their Coffee and Conversations series. The program gave the BID and a few other area businesses the chance to present to other businesses, hotels, and attractions within the Greater Miami area.

## **WETREK** NEW

The Wynwood BID began a partnership with WeTrek to provide guided audio tours of the district. Available on mobile app stores, WeTrek will allow tourists to hear background information on the murals that are painted throughout Wynwood. The intent of the tour is to enhance the user's experience, increase their time on site and spur spending at our local businesses. Lastly, this application will continue to allow Wynwood to maintain its status as a key destination in the booming Miami art scene.

## **BEACON COUNCIL TECH RECRUITMENT** NEW

The Wynwood BID delivered an 115 page Wynwood Tech Packet to the Beacon Council that consisted of Wynwood related material, available inventory, and reasons why Wynwood is the number one spot for offices looking to relocate. The Wynwood Tech Packet contained a plethora of facts and relevant information for corporate tech companies to learn why Wynwood is set to become the hub for tech in Miami.

The Wynwood BID believes that Wynwood is Miami's creative epicenter in the heart of the city. Every day, we welcome thousands of locals and visitors from around the globe who come to the Wynwood Arts District to experience our incredible street art and galleries, diverse dining and entertainment venues and unique retailers. Our urban neighborhood takes pride in its authenticity and accessibility to all who visit, and that welcoming experience begins with our property owners, merchants, and local workers.

## **FLAGLER AWARD** NEW

Each year, the Florida Governor's Conference for Tourism is held to bring together the state's different organizations responsible for tourism development. During the conference, an award show is held to recognize outstanding achievements in select categories. This year, the Wynwood BID was awarded the bronze in the Best Website category, the BID's first win at the conference.

## **NATIONAL & INTERNATIONAL RECOGNITION**

Throughout 2021, the Wynwood Arts District received several awards from national and international publications. Over the summer, Wynwood was again named as a TripAdvisor Travelers' Choice Award Winner. The prestigious designation is awarded to the top 10% of attractions worldwide. Wynwood has now been named a Travelers' Choice Award Winner for at least three consecutive years.





The background is a solid orange color. It features a white geometric design consisting of a vertical line on the left and a horizontal line at the top, intersecting to form a corner. A large, faint, white 'W' shape is also visible, spanning across the middle of the page. The text 'COMMUNITY ENGAGEMENT' is written in a large, white, sans-serif font, centered at the bottom.

# COMMUNITY ENGAGEMENT





**Artist Credit:** Queen Andrea

## VACCINE POP-UPS

With the pandemic still on the top of everyone's minds, the Wynwood BID made a concerted effort to bring vaccine pop-ups into the local community. In June, during Wynwood Pride, the BID partnered with the Office of Miami-Dade County Mayor Daniella Levine-Cava to setup two vaccine sites during the three-day celebration. Located at the Wynwood Walls and Oasis Wynwood, the pop-ups gave those already going to the event a chance to also protect themselves from the virus. The BID also partnered with the Offices of City of Miami Commissioner Jeffrey Watson to integrate a vaccine pop-up into the annual Wynwood Hispanic Heritage Month Celebration.

## MIAMI CITY BALLET PARTNERSHIP NEW

Each year, the BID strives to add programming options to the district. In February, the BID partnered with Miami City Ballet on their "To Miami, With Love" series. Wynwood was selected as one of the seven locations to host the short-form performances. Hosted at the Wynwood Walls, Miami City Ballet dancers choreographed three different dances inspired by Wynwood. The 30-minute program was performed twice within the Wynwood Walls. "To Miami, With Love" was intentionally programmed to be an open-air event so the public would feel more comfortable returning to the neighborhood.

## OUTSIDE ORGANIZATION PARTNERSHIPS NEW

This past year, the BID placed an emphasis on educating organizations that recruit visitors and businesses at the local, national, and international level. The BID met with and strategized with representatives from the Miami-Dade Beacon Council, GMCVB, Visit Florida, and Enterprise Florida. Our efforts have led to each organization leaning on the BID for providing extra details to their recruitment efforts.



## ARTS ORGANIZATION PARTNERSHIPS NEW

With the COVID-19 pandemic still negatively affecting the number of visitors in the neighborhood, the BID partnered with local art institutions Museum of Graffiti and Wynwood Walls, providing monetary and marketing support for each entity. Both partnerships helped increase the number of visitors to the neighborhood by increasing promotional efforts, subsidizing new installations, and providing free tickets to the public. The two activations also included digital and on-site branding opportunities for the BID, including mention on social media channels, websites, and logo placement within the properties. The Wynwood Walls activation alone led to over 55,000 visitors brought into the neighborhood.

## COMOTION MIAMI LIVE

As part of the BID's efforts to bring a diverse set of events to the district, we 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 BID Executive Director, Manny Gonzalez, was a featured panelist during the conference. Manny lent his expertise to shared mobility options and how they are going to shape the future of districts like Wynwood.

## WYNWOOD PRIDE

After a one-year hiatus, the BID partnered with local businesses and organizations to re-create Wynwood Pride. Beginning with a ribbon cutting ceremony on June 1st, Wynwood Pride featured various events, specials and activations throughout the entire month anchored by a three-day festival at the end of the month. Headlined by Charli XCX, the festival included performances from both local and international artists and featured over 10 Wynwood venues. A few of the participating venues included The Oasis, Pizza & Beer, 1-800-Lucky and Freehold Miami. As part of the celebration, Wynwood Walls worked with renowned artist Queen Andrea to design a Wynwood Walls specific pride logo.

## CONTEMPORARY & DIGITAL ART FAIR

Contemporary & Digital Art Fair (CADAFA) was the first art fair in Miami dedicated to digital works of art including technologies such as Augmented Reality (AR). With an in-person art fair not an option due to the ongoing pandemic, the BID worked with CADAFA to create Digital Art Month. Digital Art Month was a month-long activation where QR codes were placed at various businesses throughout the neighborhood. Each QR code led to a different AR artwork.

In total, over 50 artworks were featured in the program. CADAFA also created a web-based map that displayed each artwork's location, allowing people to easily traverse the neighborhood and find each artwork.





### WYNWOOD LATIN ART & MUSIC FESTIVAL

In September, the Wynwood BID sponsored the Wynwood Latin Art & Music Fest in tandem with the City of Miami Offices of District Five and Puerto Rican Chamber of Commerce. The event provides free food for all visitors, music and water slides for the community.

This is a yearly event, in which the Board commits to sponsoring in an effort to give back to our surrounding communities. The festival was organized by the Puerto Rican Chamber, City of Miami Police Department and City of Miami Human Resources.

### ROBERTO CLEMENTE PARK NEW

The Wynwood BID and the Puerto Rican Chamber have been petitioning for a new baseball field at Roberto Clemente Park, which is located within the Wynwood residential neighborhood, north of NW 29th Street. As a Board of the City of Miami, our organization feels a commitment to help our surrounding neighborhoods in need, and the fact that the field is unplayable and does not provide the local children a place to play is unacceptable.

The BID reached out to Major League Baseball, the Miami Marlins and the Roberto Clemente Foundation in hopes of obtaining a partnership that would revamp the park named after a world-wide hero. We are hopeful that the aforementioned organizations will be able to refurbish the park by the end on the 2022 fiscal year.

### SENIOR HOLIDAY LUNCHEON

In December, the Wynwood BID purchased items to help the City of Miami Police Department host their annual Senior Holiday Luncheon. The luncheon was held to ensure 200 senior citizens from the City of Miami had a joyful holiday meal and entertainment.

### COMMUNITY LEADER AWARDS

Throughout the year, the Wynwood BID acknowledged some of our community leaders by giving them the recognition they deserve during our monthly Board meeting. Over the past fiscal year, the Wynwood BID was happy to acknowledge former BID Board member David Charette, Miami-Dade County Mayor Daniella Levine Cava, and US Congresswoman Federica Wilson. The Wynwood BID is thankful for the service and dedication that those mentioned have dedicated Wynwood's continued growth and evolution.

### WYNWOOD TEMPORARY OUTDOOR CAFES

In an effort to aid Miami restaurants following the COVID-19 shutdown, the City of Miami created the Restaurant Recovery Program, which allows restaurants to temporarily add or expand outdoor seating areas while meeting social distancing requirements.

As the first neighborhood within the City to implement the program, the Wynwood BID assisted in the approval of over 24 permits for Temporary Outdoor Cafes in Wynwood and the BID donated approximately \$100,000 for rental of the water barricades and their vinyl wrappings to protect patrons of the neighborhood's eateries.

## 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 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 service keeps our neighborhood a hospitable destination for everyone. Wynwood's clean team is responsible for the day-to-day appearance of the area, creating a beautiful, clean, and safe place to live, work, and play.

Since the Wynwood clean team began operations, their efforts have directly changed the perception of the neighborhood. The BID has received overwhelmingly positive feedback that the streets are clean.

8

WYNWOOD CLEAN  
TEAM MEMBERS

50

CITY BLOCKS  
SERVICED DAILY BY  
THE CLEAN TEAM

10K

HOURS OF  
SUPPLEMENTAL  
CLEANING

56

TOTAL TRASH  
RECEPTACLES

191

LARGE-SCALE  
CLEANING PROVIDED BY  
THE CITY/COUNTY

288K

POUNDS OF LITER  
PICKED UP

8,200

BAGS OF  
TRASH REMOVED

6

NEW TRASH  
RECEPTACLES  
INSTALLED







# SECURITY





# SECURITY

## CITY SERVICES HUB

The Wynwood BID has continued its commitment to our City of Miami partners by allowing other City departments, such as Code Compliance and the Police Department, to utilize the BID office as an additional hub to streamline services. Allowing other agencies to use the office at all hours fosters information sharing between departments and creates more efficient workflows. Police officers storing their bikes in the office and Code Compliance using office equipment eliminates the need to return to their respective offices while on shift, reducing the time it takes provide essential services to the neighborhood.

## WYNWOOD CAMERA NETWORK

The Wynwood BID worked with 545 Wyn and the City of Miami Police Department to finalize the installation of a repeater on the building. The new repeater allows for an expansion of the camera network, a priority of the Board. In total, there are approximately 72 cameras and license plate readers in operation. While cameras are spread throughout the district, license plate readers are placed at important entry points. The BID is committed to augmenting the camera network through the police department until the entire district is covered. As of now, Wynwood has the highest density of cameras per city block, within the City of Miami boundaries.

## DISTRICT WIDE SPECIAL EVENT PREPARATION

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.

## PARK SMART SIGNAGE

The Wynwood BID, Miami Parking Authority and the City of Miami Police Department facilitated the installation of new Park Smart signs along NW 2nd avenue and several side streets. The parking safety signs were also distributed to private parking lot owners to remind visitors to put their belongings away prior to leaving their vehicles. The BID also included a QR Code on the signs directing visitors to a digital version of the Official Wynwood Street Guide.







Artist Credit: Carlitos Skills

## HOMELESS OUTREACH

The Wynwood BID regularly works alongside the City of Miami Department of Human Services to coordinate Homeless Outreach & Clean Up Events and are committed 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, work diligently to remove debris from the public right-of-way, offer up participation in the needle exchange program, offer housing and connect people with the Lazarus Project, a program dedicated to mental health.

To address an increase of the homeless population in Wynwood, the BID Executive Director, Manny Gonzalez, coordinated a walkthrough of the SE Quadrant of Wynwood with Miami City Manager, Arthur Noriega, requesting assistance on addressing homelessness in the area.

The Miami City Commission unanimously authorized the city to ramp up “homeless cleanup response” sweeps to twice a week. Consequently, the Wynwood BID met with the City Manager’s Office, Human Services Department, the Omni CRA and SE Overtown CRA to discuss a plan of action, resulting in the City of Miami increasing their regularly scheduled Outreach & Clean up Events.

Due to the outreach services offered to the homeless and unfortunate the situation significantly decreased over the course of the year due to the diligent and collaborative efforts of the Wynwood BID, Department of Human Services, City of Miami Home Assistance Program, and other relevant departments.

## VEHICULAR & PARKING DATA

The BID and the City of Miami Police Department have been monitoring traffic patterns on a weekly basis. The BID provides our District Commander with data of car/phone pings of the district, allowing the police department to proactively address any challenges.

In addition, the BID also monitors parking transactions, usage and Miami International Airport travel reports to proactively prepare for any traffic issues throughout the year. According to the data, Wynwood accounts for the highest number of parking transactions within the City of Miami by local, domestic, and international visitors.

## MURAL NOTIFICATION PROGRAM

After the successful implementation of the mural notification form, the Wynwood BID expanded on the information requested on the form. Launched in anticipation of new murals for Miami Art Week, the completed form is automatically sent to the Wynwood BID and to the City of Miami Police Department. Advance notification of murals allows for the police department to verify that each artist has permission to paint, limiting the number of illegal tags in the neighborhood. New fields added to the form include an advertisement disclaimer, sidewalk closure information and contacts for renting out required Miami Parking Authority spaces. The online form also helps ensure no commercial entities dilute the Wynwood brand with illegal advertisements.



**To proactively prepare for any inclement weather, the Wynwood BID annually updates an Emergency Response Plan with the purpose of minimizing 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.**

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The Wynwood BID 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.

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 2021 Hurricane season, the Wynwood BID kept the community up to date on the progress and track of storms, in addition to the dissemination of important storm contact information and hurricane preparedness material as the storm approached South Florida.



Artist Credit: Punk Me Tender





# MASTER PLANNING





# MASTER PLANNING

## COMMUTER RAIL STATION

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.

The BID believes that a rail system would provide the local Overtown, Edgewater, Midtown, Edgewater and Wynwood neighborhoods the opportunity to seek employment within the neighborhoods included in the commuter rail system. This year, the BID completed a transit-oriented development study for the development of the schematic designs of the Wynwood/Midtown/Edgewater commuter rail station. The study and schematic designs were then submitted to Miami-Dade County as part of their Request for Proposal to evaluate train stations throughout the NE Corridor.

## NORTH MIAMI AVENUE DRAINAGE

Due to flooding issues along North Miami Avenue, from NW 22nd Street to NW 28th Street, the BID communicated with Miami-Dade County Department of Transportation and Public Works in order to implement a drainage improvement project. The scope of work included the construction of a storm drainage system consisting of exfiltration trenches and solid pipe along with drainage inlets and storm manholes, as well as miscellaneous roadway restoration.

Unfortunately, the drainage infrastructure improvements have not been able to keep up with the water coming from City of Miami streets. Early plans are in place to begin retrofitting surrounding city streets with drainage to off-set the drainage system improvements made by the County.

While the surrounding system needs additional work, the improvements by the County have led to decreased flooding and damages to nearby vehicles and businesses.

## WYNWOOD DIRECTIONAL SIGNAGE NEW

The BID has begun discussions with Miami-Dade County and the Florida Department of Transportation on how to install "Wynwood" directional signs along the exits of surrounding highways and important thoroughfares on State and County roads.

Due to non-direct access from highways, Wynwood is difficult to navigate to from highways, yet there is no signage pointing towards the district. In 2022, the Wynwood BID will lead the initiative to have signs installed to help international and domestic visitors that are attempting to visit Wynwood, via roadway or highway.





# MASTER PLANNING

## NORTH MIAMI AVENUE CROSSWALKS NEW

The Wynwood BID's commitment to pedestrian and vehicular safety has been implemented along North Miami Avenue, from NW 20th Street to NW 29th Street with the impending installation of crosswalks along the corridor. Our organization pointed out to Miami-Dade County that North Miami Avenue lacked necessary pedestrian crosswalks and vehicular traffic calming devices. After discussions, the BID was able to secure two illuminated pedestrian crosswalk signs located on the highest used portions of this thoroughfare, along with two additional standard crosswalks to allow for ample locations for visitors and residents of the area to safely cross this rapid expanding eastern corridor of the district.

The BID currently feels that the remainder of the district suffers from a lack of crosswalks for the safety of our visitors and plan to address this district wide problem in 2022.

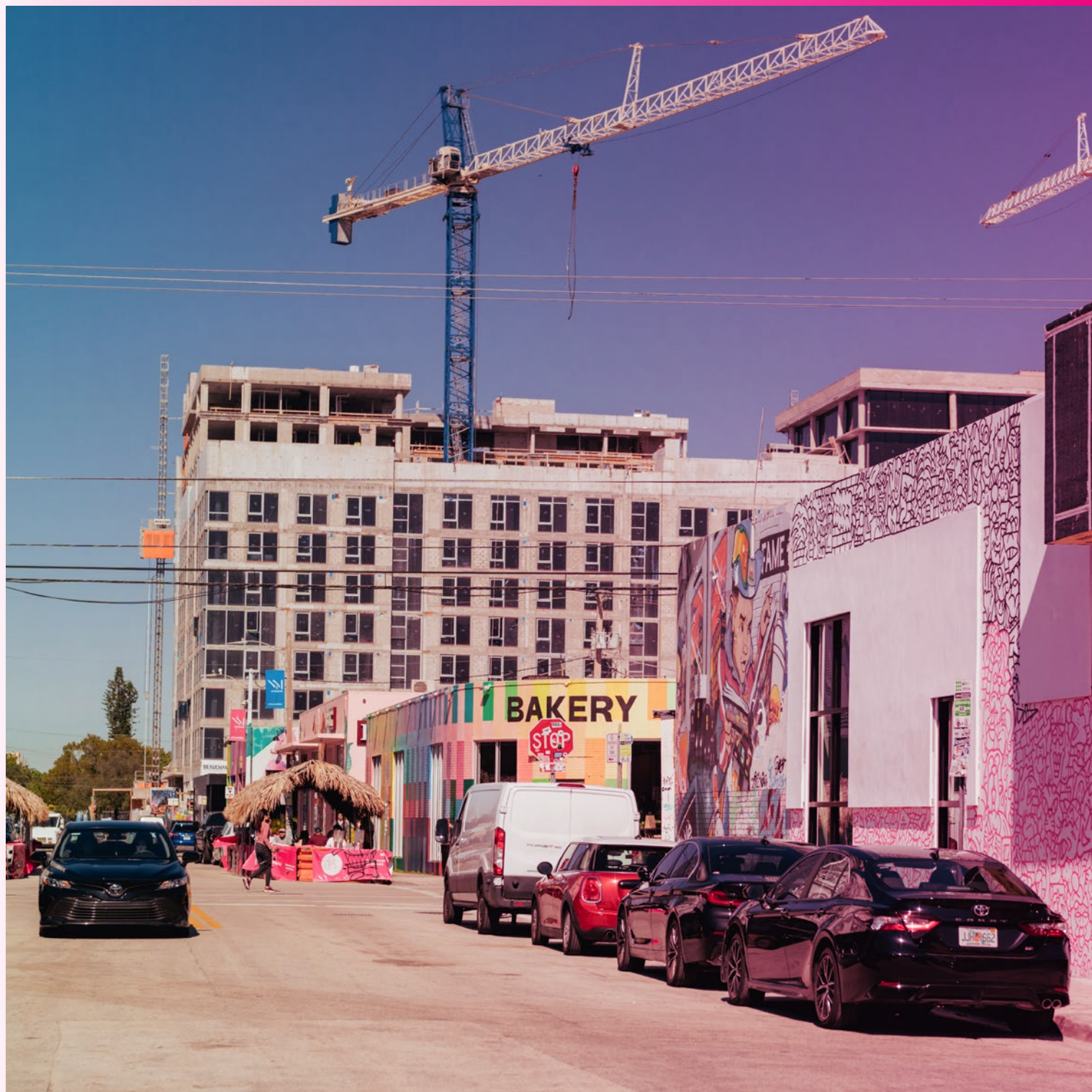
## CURB & GUTTER IMPROVEMENTS NEW

After noticing that water was stagnating along the street gutter on NW 24th Street, BID staff notified City of Miami Public Works Department to avoid issues associated with standing water. A subsequent sidewalk curb and gutter improvement project was executed later in the year to address the improper drainage.

## ILLEGAL ADVERTISEMENT MURALS NEW

In order to protect the neighborhood's authenticity, the Wynwood BID increased reporting of illegal commercial murals. Due to the large numbers of visitors in Wynwood, advertisers see it as a prime opportunity to capitalize on the pedestrian traffic. These branded murals circumvent the City's mural ordinance, avoiding necessary fees, regulations and indemnifications. As a byproduct, advertising murals degrade the integrity of Wynwood's organic street art scene.

The BID assisted City of Miami Legal in refining language in the Code that requires murals containing ads to be removed within 24 hours of receiving a violation from Code Compliance. Violators extending past the 24-hour window are subject to \$1,000 a day fines levied to all parties involved in the mural. The inspector will enter the required 24-hour compliance date manually in the City's system and cite the property owner accordingly.







## NOISE PILOT PROGRAM NEW

Wynwood has blossomed into a 24-hour neighborhood filled with restaurants, bars, art galleries, and larger scale apartment buildings. To preserve the burgeoning nightlife community as well as to preserve the standard of living for those who reside in the area, the BID implemented a noise pilot program. Pertaining to all establishments within the Neighborhood Revitalization District-1 (NRD-1) boundaries, the program sets clear timeframes and decibel level limits to follow. The new legislation was crafted with a BID commissioned noise study and input from all stakeholders. This approved pilot program is the first of its kind within the City of Miami and the Wynwood BID is proud to be able to proactively find a harmonious relationship between residents and businesses.

## NRD-1 AMENDMENTS NEW

The Wynwood BID are currently working through proposed amendments for the NRD-1 to keep up with the construction trends of the district, to ensure a healthy ecosystem of development. This round of amendments will seek to establish a program for micro dwelling units, refine the scope of the Wynwood Design Review Committee and to clarify off-street parking requirements for both existing structures and new small-scale developments. The amendments will also address requirements of attainable mixed income developments, small building parking standards, rooftop development standards and requirements for painted murals specifications.

## CO-LIVING LEGISLATION NEW

The BID Board of Directors unanimously supported the amendment of the zoning ordinance to allow and establish definitions and regulations for co-living residential uses and modify the regulations for micro dwelling units. The approved legislation sets the standard for buildings that wholly or partially contain co-living units.

**Co-Living Unit:** Communal living quarters consisting of Co-Living Rooms each with a private bathroom and shared unit space including full kitchen facilities with direct access to the outside or a common hall., Co-Living Unit that is available for lease or rent for less than one month shall be considered Lodging.

**Co-Living Room:** A single bedroom within a Co-Living Unit. Each bedroom shall have a private bathroom and may have limited kitchen facilities.

**Shared Amenity Space:** An indoor space considered to provide an amenity or benefit to its users, separate from common circulation areas, corridors, mailrooms, or vestibules. The space shall include furniture and fixtures that accommodate active or passive activities. Access to these spaces shall be at no additional cost to residents of the unified development.

## WYNWOOD DESIGN REVIEW COMMITTEE

The Wynwood BID continues to work closely with the Wynwood Design Review Committee (WDRC) to ensure that the design of developments and/or improvements to properties within the boundaries of the NRD-1 are compatible with the cultural and architectural character of the Wynwood Arts District. The Wynwood BID assumed the responsibility of WDRC in February 2021.



# MASTER PLANNING

## SIDEWALK PEDESTRIAN KIOSKS

The BID, in partnership with the City of Miami, installed four digital kiosks on the public right of ways that include a directory of businesses on the neighborhood. The directory has helped address one of the 50-city block's biggest issue, pedestrian circulation. Each digital kiosk has built-in Wi-Fi, a security button/camera linked to the Police Department, emergency call buttons, up to date merchant lists, district events, tour bus and bus stop locations, rideshare drop pickup/drop-off information and LED detail lighting to match the Wynwood BID brand. An additional 13 kiosks are scheduled to be installed in the upcoming year.

## ILLEGAL SIGNAGE REMOVAL **NEW**

To keep the public right of way clear of advertising, BID staff began removing illegal advertisement signs that were installed on utility poles, street signage poles and fencing within the district. Starting August, 84 signs were removed by the end of the fiscal year.

## FDOT PEDESTRIAN COUNTERS **NEW**

Wynwood was approved to participate in the Florida Department of Transportation's (FDOT) statewide Non-Motorized Traffic Monitoring Program. The BID and FDOT have coordinated for the equipment to be deployed during the first two weeks of December 2021, with data being delivered in early 2022.









The background is a solid green color with a series of diagonal white lines creating a geometric pattern. A vertical white line is positioned on the left side, and a horizontal white line is positioned near the top. The word "FINANCE" is written in large, white, sans-serif capital letters at the bottom.

# FINANCE







Artist Credit: Jen Stark

## ANNUAL AUDIT

In 2021, the BID oversaw and received a clean financial audit with no reportable issues for the ninth 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.

	BUDGETED	ACTUAL	VARIANCE
<b>REVENUES</b>			
Assessments	\$832,000	\$774,407	(\$57,593)
Parking Waiver Fees	\$321,579	\$468,000	\$146,421
Other	—	\$19,240	\$19,240
<b>Total Current Assets</b>	<b>\$1,153,579</b>	<b>\$1,261,647</b>	<b>\$108,068</b>
<b>EXPENDITURES</b>			
General Government	\$1,003,579	\$986,489	\$17,090
Special Events	\$150,000	\$154,869	(\$4,869)
Total Expenditures	\$1,153,579	\$1,141,358	\$12,221
<b>Excess Revenues Over Expenditures</b>	<b>—</b>	<b>\$120,289</b>	<b>\$120,829</b>
<b>Fund Balance — Beginning of Year</b>		<b>\$387,644</b>	
<b>Fund Balance — End of Year</b>		<b>\$507,933</b>	



## BOARD OF DIRECTORS



**Albert Garcia**

Chairman



**Marlo Courtney**

Vice Chairman



**Amro Zakarni**

Board Member



**Bruce Fischman**

Board Member



**Gabriele Braha Izsak**

Board Member



**Glenn Orgin**

Board Member

## BOARD OF DIRECTORS



**Irving Lerner**  
Board Member



**Jennifer Frehling**  
Board Member



**Sven Vogtland**  
Board Member



## WYNWOOD BID STAFF



**Manny Gonzalez**  
Executive Director



**Chris Hoffman**  
Marketing Manager



**Aleksander Sanchez**  
Operations Manager

## GOVERNMENT OFFICIALS



**Ron DeSantis**  
Governor



**Daniella Levine Cava**  
County Mayor



**Keon Hardemon**  
County Commissioner



**Francis Suarez**  
City Mayor



**Ken Russell**  
City Commissioner



**Jeffrey Watson**  
City Commissioner













Cover Artist Credit:  
Captain Casual, Tristan Eaton



BUSINESS  
IMPROVEMENT  
DISTRICT

WYNWOOD

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