

The **Quarterly** Report

October- December 2014



Finance Sector Grows in Miami

Spotlight!



Mat Program new approach to end homelessness

Op-Ed by Marc Sarnoff

Miami Herald - 12/8/14

Miami is home to 61 percent of the homeless population in Miami-Dade County. Of these individuals, 37 percent camp out in downtown on the doorsteps of residences and businesses, under bridges, and along major thoroughfares.

As the city commissioner for District 2, which includes the downtown area, I saw the need for an immediate, innovative solution.

In July, I spearheaded an effort that included participation from various stakeholders to donate \$700,000 in public and private money to Camillus House to address chronic homelessness.

The Mat Program provides an opportunity for people in danger of violating the Pottinger Agreement to stay on a cushioned mat at Camillus and gain access to medical care, three meals a day, a library, a computer room to find jobs, clothing and a kennel for dogs. They can also transition into a longer stay at a more structured, intensive Camillus House program.

Early figures are showing success. Twenty-five years ago, homelessness was epidemic in South Florida. Thousands of homeless lined the streets of downtown Miami with nowhere to turn and with little help to get them back on their feet. Under the original Pottinger Agreement, the homeless were granted rights to perform acts that let them to further embed themselves on the streets rather than receiving help with recovery.

Since August 2014, the Mat Program has permanently removed more than 100 chronically homeless residents from the streets and, for the first time, they have accessed the services necessary to address their "tri-mortal" condition of substance abuse, mental health and chronic medical conditions.

The fact that the program intentionally reduces many of the barriers to entry — there are no residency requirements, drug tests, minimum stays or age requirements for adults — has made those once limited and skeptical of help more willing to find assistance.

In the first three months of the program, city police placed 488 homeless people in the Mat Program. Of these, 106 have graduated out of the program to a more-structured program at Camillus House or other venues. Some have relocated with family and others have moved into their own apartments.

Currently, the program is housing around 90 individuals, dropping the Homeless Census count, conducted by the Miami-Dade Homeless Trust, from 381 to 277 in the downtown Miami area.

The difference between the Mat Program and the traditional shelter bed programs supported by the Homeless Trust can be found in the differing approaches to the issue of chronic homelessness.

The Mat Program allows those living on the street in crisis or on the verge of arrest, to receive same-day help. This addresses immediate public-safety issues and allows the homeless to enter into a continuum of care, without the two-to-four-week wait that is standard with the traditionally funded shelter bed programs.

Just as Jackson Health System provides care to those without health insurance, the Homeless Trust is tasked by the public and county commissioners to address all forms of homelessness.

The Mat Program and the city are showing early indications of success in setting new national standards and benchmarks for addressing chronic homelessness.

We welcome another look at the public/private approach that the Mat Program has taken and ask that more public dollars support this program in the future.

“Quarterly Quotable”

“Wall Street is moving south—in droves. A steady migration of mega money is heading to warmer, income tax-free pastures.” – Departures Magazine, 10/1/14

“Downtown Miami is now offering carefully curated yet comfortable boutique shopping experiences, starting with Lost Boy Dry Goods.” 10Best.com, 11/13/14

“Across the country, young people are eschewing suburban living for urban hubs, where there is easy access to just about every amenity imaginable, and Miami exemplifies that trend.” – Fast Company, 11/12/14

“A thriving metropolis of its own, Downtown’s culinary scene has blossomed.” – NY Post, 12/3/14

“The current Miami building boom is proving to be more frenzied than any of the previous and far more international, both in terms of clientele flocking to the city and the architectural talent employed to design it.” – Departures, 10/1/14

“There is no question that Basel signifies the strides that Miami has taken in becoming a destination for client families with complex needs that often span multiple geographies,” - Institutional Investor, 12/4/14

Leadership, Advocacy & Operations

Goal: Enable a top quality organization through effective executive management, financial accountability, and appropriate support services.

Committee Members: Finance: Al West (Chair), Jerome Hollo, Jose Goyanes, Dr. Rolando Montoya
 Flagler Street Task Force: Neisen Kasdin (Chair), Brian Alonso (Co-Chair), Jose Goyanes, Dr. Rolando Montoya, Sergio Rok, Gary Ressler...

DDA Team: Alyce Robertson, Javier Betancourt, Carolina Londono, Nicholas Martinez, Madelyne Raybourn, Kenia Silva

Committee Dates: Finance: 12/12 Flagler Street Task Force: 10/10, 11/17, 12/12

PROJECT	OVERVIEW/STATUS
• Audit	Completed FY 13-14 Audit and achieved a "clean audit" for the 6th year in a row.
• Annual Report	Prepared and distributed DDA Annual Report to City Commission and Downtown stakeholders
• DWNTWN Votes!	Distributed Get-Out-the-Vote / absentee ballot request mailers to Downtown residents in advance of November elections to strengthen Downtown's voice and influence in the political process.
• Flagler Street Task Force	Continued oversight of Flagler Streetscape project, currently in its contractor bid phase; kicked off discussions on a Phase II of the project, between the Courthouse and Miami River.
• Education Initiative	Developed Strategic Education Initiatives Framework to improve and increase educational opportunities for Downtown residents, workers and businesses.
• Local Advocacy	Met on several occasions with key elected and appointed officials to advance DDA/Downtown priorities, including Miami Worldcenter, economic development, parks, transportation and enhanced services.
• State Advocacy	Renewed contract with State governmental affairs representative, Southern Strategy Group; prepared a legislative priorities list and strategies for upcoming session.
• Venture Hive	Participated in grand opening of Microsoft Innovation Center at Venture Hive
• Trade Mission	Participated in a County-led trade mission to Brazil to recruit business and promote Downtown Miami as a live, work, play destination
• Human Resources	Conducted annual performance evaluations for all staff; recruited and filled Manager of Planning & Transportation position



Education Initiative Tour of IPrep/Primary Learning Center



Microsoft Innovation Center @ Venture Hive



Trade Mission to Brazil

What's Ahead

- State Legislative Session Advocacy
- Flagler Streetscape Groundbreaking
- Board Retreat



Downtown Miami Votes



Miami DDA FY 13-14 Audit

Urban Design, Transportation & CIP

Goal: Envision, create and advocate for a new, improved downtown urban environment that establishes Downtown Miami as the preferred destination to live, work, play and learn.

Committee Members: Jerome Hollo (Chair), Neisen Kasdin, Alan Ojeda, Danet Linares, Julie Grimes

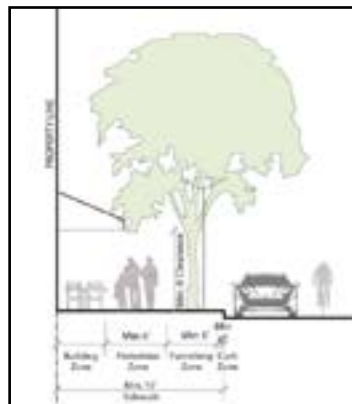
DDA Team: Eric Riel, Sachin Kalbag, Melissa Hege, Mariana Price

Committee Meeting Dates: 10/2, 11/6, 12/4

PROJECT	OVERVIEW/STATUS
<ul style="list-style-type: none"> Downtown Pedestrian Priority Zone (PPZ) 	Staff continues the initiative of promoting the Downtown Miami Pedestrian Priority Zone Ordinances was adopted by the City of Miami and Miami-Dade County. Staff has met with FDOT, City and County to discuss implementation of no right-turn on red and lowering of the speed limit initiative in the downtown.
<ul style="list-style-type: none"> Biscayne Boulevard "Grand Pedestrian Promenade" 	The "Biscayne Boulevard Grand Pedestrian Promenade" Concept is being further formulated into a 3-dimensional model to provide an overview of programming of the space as a "people place."
<ul style="list-style-type: none"> DWNTWN Streetscape Manual 	Staff is in the final stages of completing the comprehensive manual to include all streetscape elements that will implement the Pedestrian Priority Zone initiatives. The manual upon completion shall address 7 out of the 10 initiatives in the PPZ.
<ul style="list-style-type: none"> Downtown Signage and Wayfinding Program 	City is the process of advertising the secure and sign fabricator/contractor for installation. The selection will be finalized in the first quarter of 2015 with construction/installation following the completion of the City permit review process.
<ul style="list-style-type: none"> Event Management Traffic Plan (EMTP) for Biscayne Blvd Venues 	The DDA is undertaking the necessary steps to provide a comprehensive transportation event management plan for major downtown event venues to measure, improve, manage and mitigate the following: traffic flow; pedestrian movements to reduce pedestrian vehicle conflicts; parking; and reduce congestion. The plan shall examine current event management operations (stand-alone events and multi venue events) and develop an innovative plan and specific implementation procedures to improve the overall experience of Downtown venue patrons.
<ul style="list-style-type: none"> Downtown Baywalk 	Completed field visits to the nine priority Baywalk sites. Met with City CIP and various property owners to discuss and finalize the missing links.
<ul style="list-style-type: none"> Bicycle-Pedestrian Mobility Improvements Phase 1 + 2 	These projects include various pedestrian improvements to promote a safer pedestrian movements within the Downtown. Identified improvements include additional crosswalks, pedestrian signals, striping, improved access to metromover stations, etc. The City has posted the bid for Phase 1 and is waiting to conclude the bid process and select a contractor for installation. Phase 2 was recently funded by the FDOT in the amount of \$250,000 for a grand total of \$500,000 for both phases. Staff will begin the design/location of improvements for Phase 2 in coming months.

What's Ahead

- Biscayne Boulevard "Grand Pedestrian Promenade" - Continued discussion as to the funding sources for design and project implementation
- Pedestrian Priority Zone Implementation with all partners, specifically with the implementation of the Streetscape Manual to enhance pedestrian mobility.
- Bicycle and Pedestrian Mobility Improvements, Phase 1 - City Bid process to conclude in first quarter of 2015.
- Downtown Signage and Wayfinding Program - City Bid process to conclude in first quarter of 2015.
- Special Events Traffic Management Plan - Complete a revised Scope of Services and initiate study.



Event Management Traffic Plan (EMTP) for Biscayne Blvd Venues



Pedestrian Priority Zone



Downtown Signage and Wayfinding Program

Enhanced Services

Goal: Foster a clean, safe, attractive, and welcoming environment that showcases Miami as a world-class tropical waterfront city.

Committee Members: Enhanced Services: Jose Goyanes (Chair), Danet Linares, Jerome Hollo, Kim Stone
 Homeless Task Force: Dr. Rolando Montoya, Kim Stone, Brian Alonso, Daniel Cromer, Officer James Bernat
DDA Team: Jennifer L. Rodero, Mariana Price, Kevin Garrett, Eugene Gordon, Richard Sargent

Committee Meeting Dates: Enhanced Services: 10/2, 11/6, 12/4

PROJECT	OVERVIEW/STATUS
1. DWNTWN Ambassadors	<p>Provided assistance to 8,208 DWNTWN stakeholders.</p> <p>Engaged 3,422 Downtown businesses.</p> <p>Participated in Customer Service, Safety, and E-chip training.</p> <p>Expanded community outreach by distributing candy canes in the CBD/Brickell and Biscayne Blvd areas during the holiday season.</p> <p>Assisted at numerous Downtown Events including Art Basel Miami, Iron Man, Bayfront Tree Lighting, and Miami Heat Games.</p>
2. DET/NEAT	<p>NEAT/DET performed landscape maintenance throughout DWNTWN Collaborated on litter pick-up for Downtown Events including the Art Basel Miami, Miami International Book Fair, Iron Man, and Miami Heat Games.</p> <p>Participated in Safety Training provided by the City of Miami Risk Management.</p> <p>DET provided trash receptacle maintenance, bi-annual park maintenance, and graffiti removal throughout DWNTWN.</p>
3. DWNTWN Street Vendor Program	<p>Conducted initial site inspections of new street vendors. Continue to monitor and enforce program through monthly weekday and quarterly weekend inspections (13 violations issued; 2 carts revoked).</p>
4. Homeless Task Force	<p>Participated in Homeless Awareness Day on Nov 6; highlighting the Miami-Dade County Homeless Trust plan for ending Veteran homelessness by 2015.</p>
5. Safety & Security	<p>Continued collaboration with the Miami Police Department and State Attorney's Office on the Repeat Nuisance Offender (RNO) Program.</p> <p>Conducted multiple lighting surveys and reported 331 street light outages throughout the DDA District.</p> <p>Collaborated with City of Miami, Miami-Dade County, and FPL to resolve DWNTWN street light outages.</p>
6. Clean & Green	<p>NEAT/DET completed a beautification project – Brickell Median Pump Station.</p> <p>DET installed 15 new trash receptacles on Brickell Ave.</p> <p>DET/NEAT planted 971 shrubs in various locations throughout the district (Brickell Ave, NW 1 Ave & CBD planters).</p> <p>DET repaired and painted all planters within the CBD and A&E areas within the District. DET removed 872 instances of graffiti.</p>



NEAT- Landscape / ROW Maintenance



DET - Trash Receptacle Installation in Brickell



DET/NEAT - Brickell Ave Beautification Project



Ambassadors - Miami Book Fair International

What's Ahead

- Continue management of DWNTWN Ambassador, DET & Street Vendor Programs
- DWNTWN Dead Tree Survey
- DWNTWN Lighting Survey
- Relocate Flagler Street Planters



DET - Planter Repair & Maintenance



Ambassadors - Candy Cane Distribution

Business Development, Real Estate & Research

Goal: Promote a strong Downtown economy by supporting corporate and retail business development, attracting real estate investment, and encouraging innovation and entrepreneurship.

Committee Members: Nitin Motwani (Chair), Neisen Kasdin, Dr. Rolando Montoya, Danet Linares, Richard Lydecker, Jerome Hollo, Hank Klein

DDA Team: Sonja Bogensperger, Amy Lawrence, Nicholas Martinez, Karry Maravilla

PROJECT	OVERVIEW/STATUS	Committee Meeting Dates: 10/3, 11/5
China Initiative	DDA hosted its first China Focus Group led by Al West, to explore opportunities strengthening business ties between Miami and China. There were 22 attendees, with participating organizations including GMCVB, E-Florida, Beacon Council, Miami Dade College, Miami International Airport and PortMiami. Alicia Cervera and Julie Grimes also participated.	
• Finance Initiative	<p>Miami DDA staff exhibited at the Hedge Fund Association's largest event of the year – Hedgeopolis in New York. This annual event attracts over 500 attendees from the alternative investment sector – primarily hedge funds. Staff also presented at Latin Markets – geared towards managers in Latin America and U.S. based managers who also work with Latin America.</p> <p>Miami DDA also hosted the annual Opalesque Round Table for Miami. Opalesque is one of the larger online news providers exclusively geared towards emerging hedge fund managers.</p> <p>The Miami DDA also concluded its annual recruitment efforts with an event at the PAMM during Art Basel with the goal of attracting hedge fund and private equity managers to relocate in Miami.</p>	
• Technology	<p>MIA Animation is now a medium-sized conference that brings specialists from all over the world and also are coordinating with the new animation and video game design center at MDC. Miami DDA assisted MIA Animation when they first came to Downtown Miami three years ago.</p> <p>DDA supported the expansion of the SIME MIA conference into Downtown Miami with an expansion of its programming from one to three days. In addition to the New World Symphony and the LAB Miami, SIME's programs this year included a technology showcase at the Arsht Center.</p> <p>DDA assisted a new Miami-based code training company, Iron Hack, as they launched a new 8-week program in Brickell. DDA is also working with a digital marketing skills company - Click Brain Academy and a new venture capital group – Keiretsu Forum, both companies are interested in Miami.</p> <p>DDA representatives also toured the new Idea Center at Miami Dade College where there are a number of opportunities to collaborate. The DDA has also been working with WhatUpBridge as they extend their permitting applications for use of data related to the Brickell-Downtown bridge.</p>	
• Brazil	Miami DDA staff participated in a Miami-Dade County business development mission to Brazil, meeting with Brazilian organizations, associations, businesses and individuals to share more about doing business in Miami and providing information on Downtown. Among the highlights was the Miami DDA's Executive Director Alyce Robertson providing her remarks in fluent Portuguese.	
• Demographics Report	DDA Research completed a comprehensive update of Greater Downtown's demographics. Since 2000 Downtown's population has grown by 100%.	
• Q3 Residential Market Report	IRR compiled statistics on the residential housing market in Greater Downtown. The report highlights the rental market, predicting rental rates will increase 8% from last year.	
• GIS Day UM/FIU	The DDA was invited to participate in the annual GIS Day at both UM and FIU in an effort to connect to faculty and researchers. DDA provided an overview of the DDA and the research program.	

What's Ahead

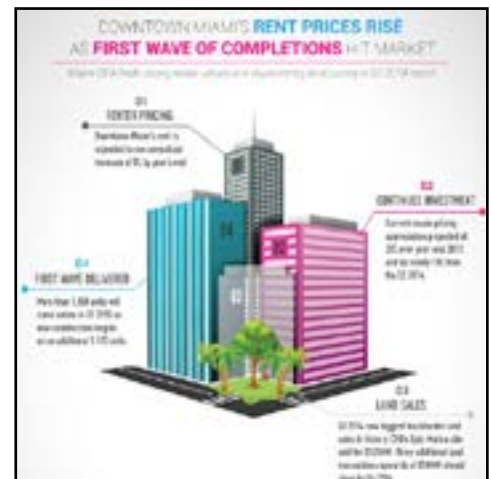
- China focus group meeting/event
- Opalesque Miami Brochure
- State of Downtown
- Research reports
- Interactive web-mapping platform
- Fiscal Impact Analysis



China Focus Group



Latin Markets Conference



Marketing & Communications

Goal:

Communicate all aspects of the Miami DDA's role and efforts efficiently to stakeholders; to plan and execute marketing and communication strategies that promote Downtown Miami as a 24/7 destination.

Committee Members: Nitin Motwani (Chair), Al West, Danet Linares, Kim Stone, Richard Lydecker, Dr. Rolando Montoya, Alicia Cervera

DDA Team: Sonja Bogensperger, Yami Roa, Lauren Bourgoyne, Emerson Calderon, Karry Maravilla

Committee Meeting Dates: 10/3, 11/5

PROJECT	OVERVIEW/STATUS
• Grants	The Fall cycle of the DPFPR competitive grant program was completed. Grants were given to the following projects: Borscht Film Festival, Buskerfest 2014, Doggy Fest Miami, Exile Books, Museum Park Farmers Market, Prizm Art Fair, Public Lecture Series at Artseen, Taste of Historic Downtown and Ventana AL Jazz.
• Collateral	Annual Report: created and prepared for distribution the DDA's 2013-2014 Annual Report, 30,000 are being distributed to stakeholders. Market Insights: Updated development pipeline, and added CIP and Transportation section.
• Material Distribution	Special Request from: HistoryMiami, MDC-Miami Book Fair, ULI, Miami Beach Edition Hotel, Equity Wharton Partners, EWM, Miami Assoc of Realtors, GMCVB, Related Group, Federal Detention Center, MDC Lively Arts, China Latin American Trade Center, FIU, Carrera Consulting. General Distribution: Dining Guides 525; Arts & Culture Guide 4,906; Getting Around 910; Historic Maps 808; Trolley Flyers 300; Business First 870, Market Insights 985; Residential Study 190; Office Study 110; Street Maps 680; Opalesque 100. Who You Gonna Call? 50
• Video Services RFQ	Miami DDA staff successfully completed a request for qualifications to identify a pool of video production companies. Five companies were selected: Accord Productions, NPN Media, Reel City Films, Signature Brand Advertising, and The Valerin Group.
• Art Basel Miami Week	Collected and distributed a list of events happening in Downtown from December 2-7 as a part of our Art Basel Miami Week Outreach Coordinated the annual special Art Basel Trolley with City of Miami Transportation Department and created graphics and promotional aides for the special trolley.
• Downtown Events/New Businesses	DDA assisted in promoting over 75 events including Miami Attractions Month, CityBikes Ironman 70.3, Family Fun Days, The Plight of Pepito: Cuba's Lost Generation, Movies on the Plaza at 600 Brickell, the closing of American Sabor at HistoryMiami, First Friday Downtown Arts night, 25th Anniversary of the Fall of the Berlin Wall, The Underline Exhibition, Miami Book Fair International, Give Miami Day, Recent Cinema from Spain, GoGo MOAD, Art Basel Miami Art Week and more. DDA promoted the following new businesses: Tamaraina, Ozzi Suviche Bar, Farfalle, Brava!, Fit2Run, David Barton Gym, Ultra Smile Dentistry, La Mancha Restaurant, Cantina La Veinte, 221 Café, Havana Coffee & Tea Company and Hannya Asian Cuisine.
• Media and Public Relations - SMS	Placement breakdown: 8 local stories, 2 trade articles, and 9 national features. Developed campaign strategies to announce the office and residential market study results. Created an infographic that visualizes the impact of the DDA's demographic report's findings to help with our press push and social media campaign. Leveraged Art Basel to shape stories tied to the 'Business of Basel' and how organizations like the Miami DDA are using the fair as an opportunity to connect and engage with the financial community Created a theme for upcoming State of Downtown event, and assisted with concept and messaging. Secured an Achiever Profile with Miami Today featuring Brian Alonso, and weaving in the DDA's Flagler Street Plan.

What's Ahead

- Florida Huddle Conference
- State of Downtown Event
- 2015 Dining Guide Update
- Downtown Miami Video



Annual Report 2013/2014



Miami Book Fair International 2014



Market Insights - Dec 2014

Coming Soon...



Ringling Bros. & Barnum & Bailey Circus - Legends
January 8-19, 2015
AmericanAirlines Arena



Miami Marathon & Half Marathon
January 25, 2015
Downtown Miami - Bayfront Park



State of Downtown
February 26, 2015 @ 5:30pm
Freedom Tower

Board of Directors



Marc D. Sarnoff
Board Chairman



Neisen Kasdin
Vice-Chairman; State Cabinet Representative



Alvin West
Board Treasurer



Bruno Barreiro
County Commission Representative



Alicia Cervera Lamadrid



Jose Goyanes



Julie Grimes



Jerome Hollo



Hank Klein



Danet Linares



Richard Lydecker



Dr. Rolando Montoya



Nitin Motwani



Alan Ojeda



Kim Stone



Jay Solowsky
Special Counsel to the Board



Alyce Robertson
Executive Director



Javier Betancourt
Deputy Director