

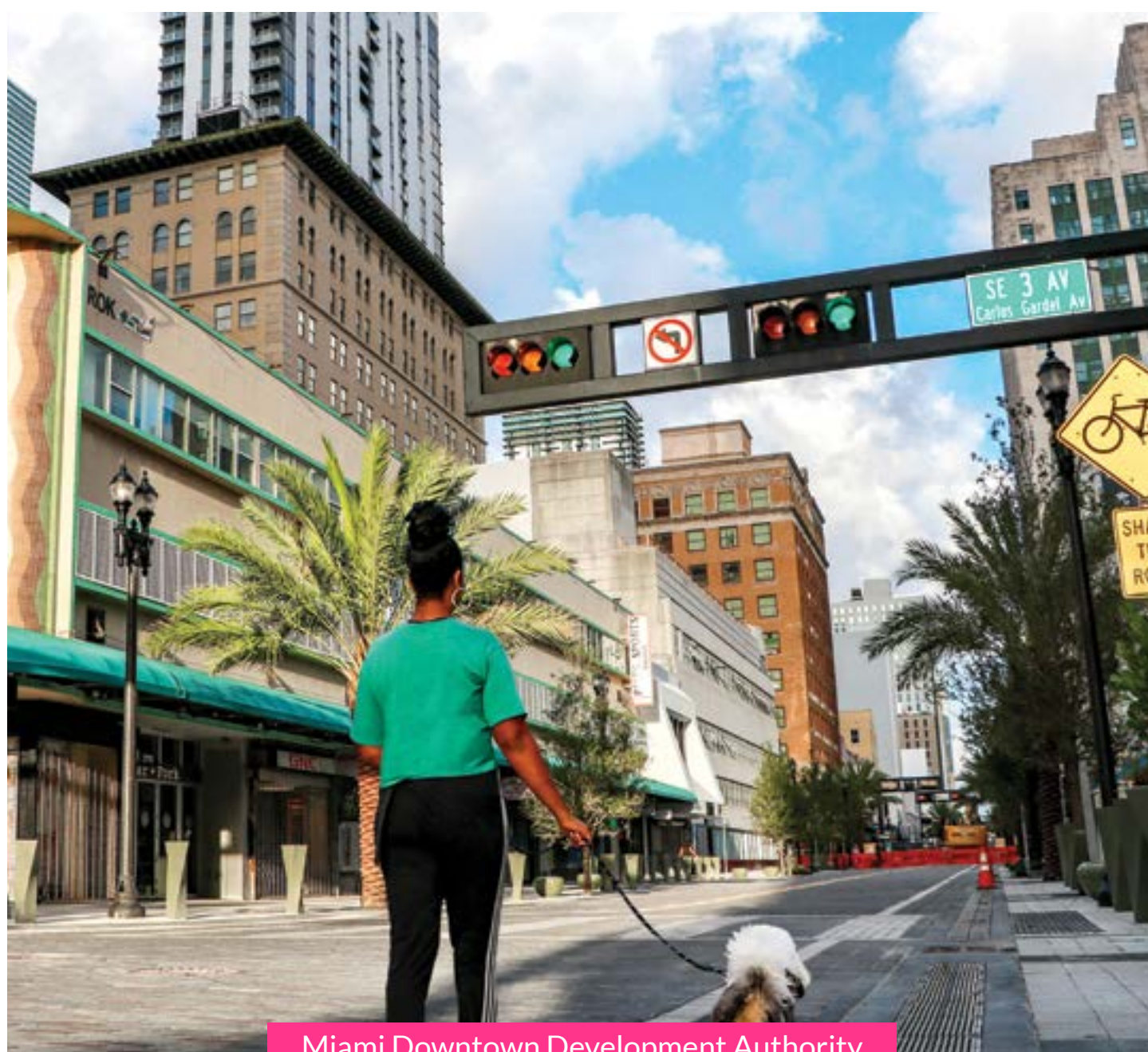


FLAGLER STREET RENOVATION Phases I & II completed

In partnership with the City of Miami's Office of Capital Improvements, Miami-Dade County and the Flagler District BID, the Miami DDA advanced the Flagler Street Renovation Project by re-envisioning the 1/2 mile corridor as a curbsless, festival street that will attract new businesses, provide larger sidewalks for shopping and dining and upgrade all utilities to allow for new vertical development. All partners have worked together to secure additional funding, bringing the total project cost to \$27 million. The first two phases of the project, from Biscayne Blvd to E 2nd Ave, broke ground in May 2021 and were substantially complete by August 2022. Miami DDA staff continues to keep all stakeholders abreast of project progress, promote ground level businesses via signage and websites, provide recovery grants, fund/manage the restaurant recovery program, and activate the corridor with art installations and live events.

\$27M

Downtown Flagler Street
Beautification Project



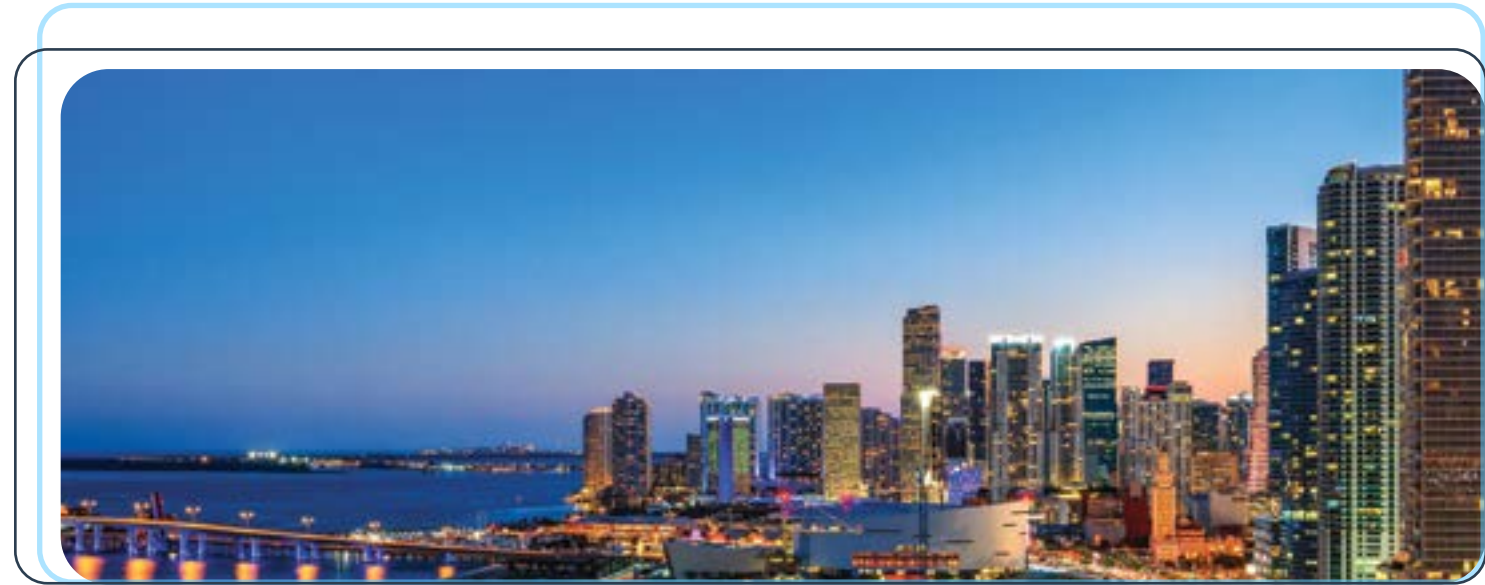
Miami Downtown Development Authority

2021-2022 ANNUAL REPORT

Miami Downtown Development Authority

Our mission is to grow, strengthen, and promote the economic health and vitality of Downtown Miami. As an autonomous agency of the City, the Miami DDA advocates, facilitates, plans, and executes business development, planning, capital improvements, and marketing and communication strategies.

We commit to fulfill our mission collaboratively, ethically, and professionally, consistent with the Authority's public purpose.



Stakeholders Testimonial

"Genesis Global has recognized Miami, specifically downtown Miami as the next burgeoning tech hub and a major financial center for the future. Therefore, Genesis' inclusion in the DDA incentive fund as well as our ongoing partnership with the DDA provides a great synergy that will allow us to grow our business in downtown Miami. In addition, the DDA provides a great network of other businesses to partner with for business opportunities and promotional events. We look forward to growing our partnership with the DDA in the years to come."

- Juan Matthew, Genesis

"We are so grateful for the Miami DDA's ambassador team, who works closely with The Underline's security team to ensure our guests feel welcomed and are aware of our free public programming. The mobile bathrooms that were installed through a partnership this spring with the Miami DDA have been a huge hit for all of our visitors and anyone walking through Brickell. Together with the Miami DDA, The Underline is making Brickell safer, greener and more inviting."

- Patrice Gillespie Smith, The Underline

"The DDA is a huge part of what makes being a small business in downtown so pleasant and fun. The entire team always works to provide a real community to local residents and businesses alike. With recent construction and closures the DDA has gone above and beyond to offer resources, information and financial relief and for that we are thankful. Downtown strength and conditioning loves downtown miami!"

- Jessica Bergman, Downtown Strength & Conditioning

MIAMI-DADE FUN FACTS

MIAMI-DADE AUM
\$690BN

THRU AUGUST 2022.
UP FROM \$300 BN IN AUGUST 21,
ACCORDING TO CONVERGENCE.



MIAMI ROSE TO
3RD LARGEST
SCHOOL DISTRICT.

25,000
NEW STUDENTS THIS FALL IN MIAMI.

PMV PATA.
NY TO FLA DRIVERS LICENSE CHANGES.

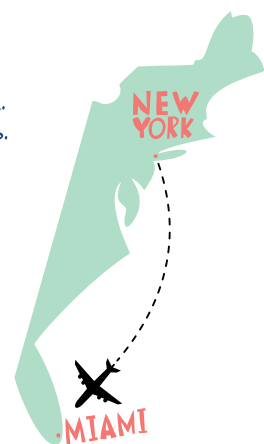
5,838

SWITCHES IN AUGUST 2022.

HIGHEST SINGLE MONTH
INCREASE IN HISTORY.

42,000

YEAR SWITCHES YEAR TO PATE.



The Miami Downtown Development Authority (Miami DDA) is an independent agency of the City of Miami funded by a special tax levy on properties within its district boundaries. The agency is governed by a 15 member board of directors, which includes three public appointees and 12 downtown property owners, business owners, and/or residents. The board sets policy direction, which is implemented by a multi-disciplinary team under the oversight of the executive director.

2021-2022 Miami DDA Board of Directors



Manolo Reyes
Chairman
Commissioner,
District 4,
City of Miami

Alicia Cervera Lamadrid
Cervera Real Estate

Danet Linares
Blanca Commercial Real Estate

Gary Ressler
Tilia Family of Companies

Eileen Higgins
Vice-Chairwoman
Commissioner, District 5,
Miami-Dade County

Jarred Diamond
The HEAT Group/FTX Arena

Richard Lydecker
Lydecker Diaz Attorneys &
Counselors at Law

Franklin Sirmans
Pérez Art Museum Miami

Suzanne M. Amaducci
Bilzin Sumberg

Arva Suzanne Graham Gibson
Arva G. Consulting, LLC

Jose Mallea
Biscayne Bay Brewing Company

Melissa Tapanes Llahues
Bercow Radell Fernandez Larkin
+ Tapanes

Nitin Motwani
Miami Worldcenter Associates

Philippe Houdard
Pipeline Workspaces

Executive Staff:
Christina Crespi
Executive Director



Miami Downtown Development Authority | 200 S. Biscayne Blvd, Suite 2929 Miami, FL 33131 | 305.579.6675 | miamidda.com



Fashinnovation



Graffiti Removal



Make Music Miami



Mercedes-Benz corporate run



Street Stages



Miami DDA Signature Finance/Tech VIP
Networking Reception at the PAMM

Leadership, Advocacy & Operations

The Leadership, Advocacy, and Operations Department of the Miami DDA manages the daily operations in finances, human resources, and strategy. It ensures compliance with various regulations as a governmental agency. The Leadership Team also advocates at all government levels – local, state, and federal - ensuring Downtown Miami is at the forefront, meeting stakeholders needs and driving funding allocations for projects and programs.

FY 2021-22 Budget approved unanimously by the City of Miami Commission and Miami DDA Board focusing on safety, security, business recovery efforts and marketing initiatives to elevate the agency

12
Consecutive clean financial audits

\$37M
Southside Elementary expansion

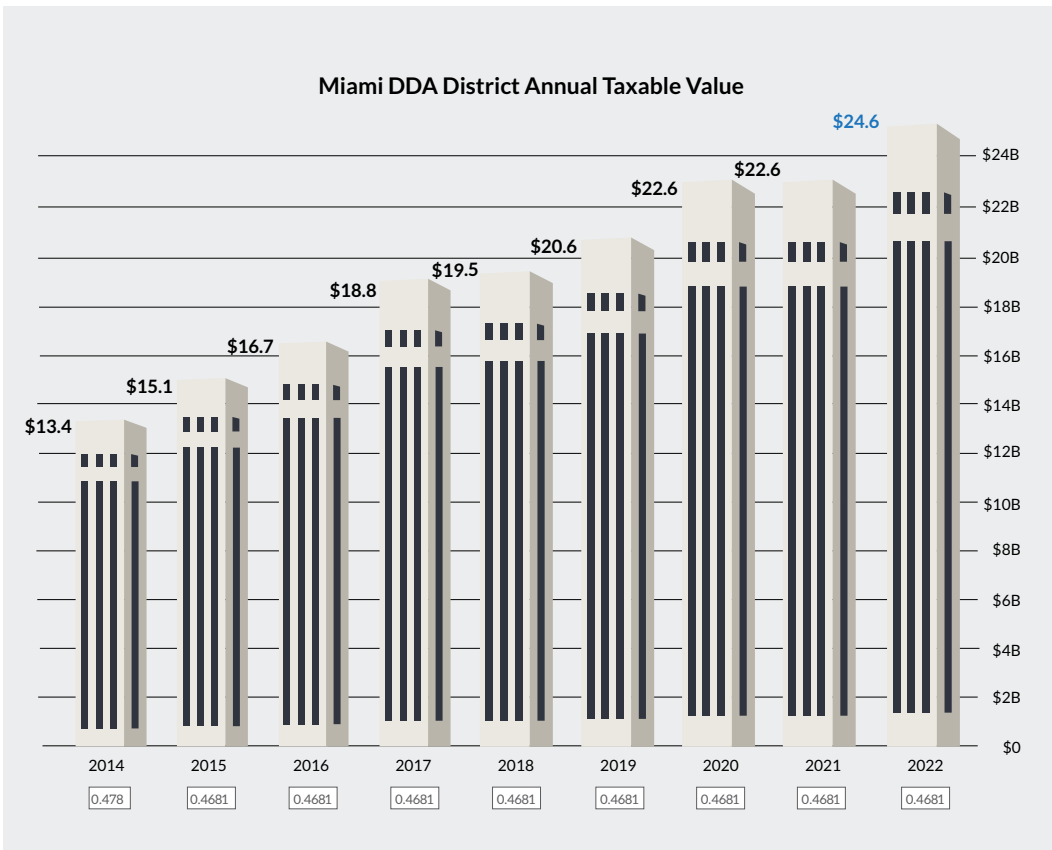
\$1M
for business recovery efforts and the DDA's Business Incentive Fund

\$400K
financial support for the Mental Health Diversion Facility

\$330K
Allocated in Homeless outreach services

+\$95K
in Education Grants

Mater Brickell Academy Permits approved - first ever K-12 nationally recognized Charter School in the DDA District prioritizing DDA residents



Small Business

The Miami DDA is committed to support its local small business community. To support downtown business owners, the Miami DDA activates numerous programs designed to address their immediate needs and long-term goals. The Miami DDA Small Business team directly supports small business community by developing and administering grant programs, providing guidance to accessing needed capital, permitting and licensing assistance, site-selection support, training and educational courses, networking events, and resources recommendations.



The Miami DDA received a Wells Fargo Grant Award in the amount of \$75K for a Downtown Business Corridor beautification event and helped with the planning and logistics of the event with over 65 volunteers cleaning graffiti, planting plants, and picking up litter.



Hospitality Recruiting Party - Partnered with ShiftPixy and Miami Dade College on Miami Works Staffing & Recruiting campaign with a goal to accelerate the downtown leisure, hospitality and restaurant industries post-Covid-19 recovery.

- Partnered with MDC BIT Center - Digital Transformation for Small Businesses
- Created a team to help expedite the permitting process for expanding and new to market businesses in the district and developed the framework for a Permitting Clinic to continue to expedite and support business growth and expansion
- Established and administered a Flagler Recovery Grant Program promoting the agency's business retention strategy and providing financial support to small businesses impacted by the Flagler Beautification Construction Project. All eligible businesses located within impact zone received grant monies.

\$350K
Permitting Small Business Assistance

\$200K
Small Business Improvements

\$175K
of grant funds disbursed through the Flagler Recovery Grant Program

Business Development

The Business Development team focuses on the recruitment of new-to-market businesses, growth of our existing business ecosystem, and bolstering our talent base. With an emphasis on Technology, Finance, and Entertainment industries, we provide services to companies, and their representatives, that assist them both before and after their arrival. This includes incentives packages, research assistance, joint presentations, permit expediting, talent recruitment, introductions to key stakeholders, exposure, and more.

\$1M
Allocated to Miami Dade College's AI program

+700
Engagements with prospective companies looking to move to downtown Miami, specifically the CBD

\$400K
Economic Recovery



Partnered with the City of Miami to enhance regional economic development efforts which led to the creation of the Venture Miami initiative leading to a 40 percent increase in national and regional media coverage (including social media) and a unified front for economic development.



"In March, Kaseya announced it was tripling its office space in the Brickell corridor of Miami. With the new space in 800 Brickell, Kaseya is now expanding its Miami presence beyond its current locations, 35,000 square feet at 701 Brickell Avenue and 66,000 square feet at 777 Brickell Avenue."

-- Refresh Miami

Marketing

The Marketing and Communications Department promotes Downtown Miami across the globe. Showcasing development, the enhanced downtown infrastructure, quality of life, and thriving sectors in finance, technology, innovation, and real estate worldwide. The team activates and engages the arts and culture community through our competitive grant programs and ongoing promotions.

The Miami DDA partners with the Greater Miami Convention and Visitors Bureau to promote downtown destination to top national and international markets. The department also provides funding assistance to organizations and events that significantly impact the Downtown Miami economy and enhances our position as the Business and Cultural Center of the Americas.

\$400K
Awarded in grants and sponsorship

\$125K
Marketing Strategy

120K
followers across all social media platforms



- Manages Public Relations for the agency
- Consistently maintains the strategic direction and messaging for the agency over multiple departments
- Institutes annual surveys on the website and maximized external social media to better understand preferences and opinions of our stakeholders utilizing social media buys to increase activity
- Supports all Miami DDA departments, coordinating ongoing website updates and social media channel content
- Oversees In-house graphic and design for various marketing related initiatives.

Enhanced Services | Quality Of Life

Safe and clean streets are the foundation of a vibrant Downtown. The Miami DDA Enhanced Services teams are proudly committed to improve public safety, cleanliness, and collaborate in the efforts to reduce chronic homelessness.

The Enhanced Services Programs include: the Downtown Enhancement Team (DET), CRA Enhancement Team, DWNTWN Ambassadors, NEAT Team, Pit Stop Program and the Special Vending District. The Miami DDA collaborates with the City of Miami, Miami-Dade County NEAT Streets Miami, OMNI Community Redevelopment Agency, Bayfront Park, Miami Parking Authority, Camillus House, Lotus House, Chapman Partnership and Hermanos de la Calle. Through these collaborative initiatives Downtown is cleaner, safer and more welcoming for all stakeholders.

As the COVID-19 pandemic continued through this year, the Enhanced Services teams continued their efforts in promoting cleanliness and safety for our Downtown residents and visitors. The safety and well-being of the Downtown community is our number one priority.

DWNTWN Ambassadors

+262K
Provided hospitality

+3K
Assist

144
Events throughout the District

DWNTWN Enhancement Team & NEAT Team

1.18M
Gallons of trash removed from Downtown

+7K
Shrubs installed

5K
Graffiti instances removed from public structures

21
Tree planted



+136K
Restroom Use

As Downtown Miami's Central Business District experiences a surge of new residents, businesses and visitors, Camillus House, The City of Miami, and the Miami Downtown Development Authority (DDA) expanded the Pit Stop Program, adding two new FREE public restroom locations in the urban core: 3rd Street and Underline stations.

Urban Planning

As our population grows, the Miami DDA works closely with key stakeholders and our fellow residents to ensure that we are creating a reliable and interconnected urban core that promotes equitable mobility for pedestrians, bicycles and transit, and creates people places that are safe and inviting. Projects that promote these goals include the Baywalk & Riverwalk, Biscayne Green, Flagler Beautification, the Downtown Mobility Network and the Underline.

\$3.7M
DRI awarded for master plan

21
Baywalk LED lights installed and managed

153
Signs within the DDA district installed

Downtown Wayfinding & Signage Phase 2



Flagler Street Reconstruction Project Phases I & II completed



- Biscayne Green Lane Elimination Analysis – finalized and submitted to FDOT
- Procured and installed barricades, street furniture and umbrellas for over 40 businesses in the Outdoor Dining/ Restaurant Recovery program.