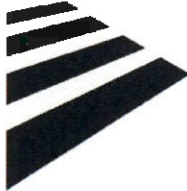


Lincoln Road Business Improvement District

Operating Budget

Fiscal Year 2018/2019



Lincoln Road Business Improvement District

Operating Budget

Fiscal Year 2018/2019

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BID MEMBERS



Board of Directors

Steven Gombinski, President

Lyle Stern, Vice President

Ozzie Dominguez, Treasurer

Howard Herring Secretary

Ben Brody

Thelma Deutsch

David Tornek

David Herzberg

Albert Cohen

Melvyn Schlessler

Glen Boyer

Executive Director

Timothy F. Schmand

Legal Counsel

Michael Llorente, Esq.

Llorente & Heckler, P.A.

City of Miami Beach Liaison

Adrian Morales

INTRODUCTION



Introduction

June 19, 2018

The Road

Lincoln Road is an iconic pedestrian and retail district, located in the heart of Miami Beach, Florida. Created in 1912, by developer extraordinaire Carl Fisher, as the 5th Avenue of the South and reimagined in the early 1960s as a grand pedestrian boulevard, by local architectural luminary, Morris Lapidus -- Lincoln Road is far and away the most walkable, urban half mile in southeast Florida. Featuring shade trees, follies and fountains, as well as over 250 national retail stores, designer boutiques, bars and restaurants, Lincoln Road serves as both a journey and a destination for residents and tourists, alike.

Lincoln Road shares a campus with the soon to be renovated Miami Beach Convention Center and is home to:

- the New World Symphony, America's Orchestral Academy;
- the historic Colony Theatre managed by Miami New Drama, whose cutting-edge approach to theater both entertains and challenges audiences;
- Florida International University's Miami Beach Urban Studios, FIU's MBUS is a "collider" for people and ideas in arts, design, technology and the sciences, and
- ArtCenter/South Florida, a small collection of studios and gallery spaces for artists, whose arrival on Lincoln Road in the 1980s signaled the road's rebirth.

The Bid

The Lincoln Road Business Improvement District (the BID) is a not-for-profit corporation organized and existing under the laws of the State of Florida. The BID is a special assessment district created by the Mayor and City Commission of the City of Miami Beach, pursuant to Chapter 170, Florida Statutes, and approved by majority vote of affected property owners in the special mail ballot election held pursuant to Resolution No. 2015-29026, from June 19, 2015 through July 24, 2015. On September 30, 2015, the Mayor and City Commission approved Resolution No. 2015-29145, approving the final assessment roll for the BID and confirming such assessments as legal, valid, and binding first liens upon the property against which such assessments are made until paid.

The BID commenced operations in October of 2015 with the purpose of stabilizing and improving the Lincoln Road retail business district, which is located in a nationally recognized historic district, through promotion, management, marketing and similar services, by: i) Representing and advocating for the property and business owners within the boundaries of the district; ii) Promoting and encouraging the continued development of a diverse, vibrant and pedestrian friendly Lincoln Road mixed-use neighborhood, thereby

providing a dynamic setting for businesses, the visiting public, arts and entertainment, as well as area residents; iii) Serving as a cultural and civic hub for the community and fostering a spirit of cooperation and maintenance of high standards of quality among its members; and iv) Bringing transformative projects into the District.

The Plan

The FY 2018/2019 Budget continues the strides made in Fiscal Year 2017/2018. Assessment funds will be used to support continued marketing of Lincoln Road across the greater Miami Dade Community, through outdoor, online and social media channels. The BID will continue its efforts with the City of Miami Beach to ensure a close and cooperative relationship. The BID will continue to plan, produce and promote quality outdoor activations to keep the excitement level high on Lincoln Road.

City of Miami Beach Partners:

- Focused coordination, marketing and advertising efforts on the reopening of Miami Beach Convention center, and
- Continuing efforts with the city of Miami Beach to identify funding for the James Corner Field Projects Lincoln Road Renovation.

Marketing and Advertising:

- Continued care and maintenance of the Lincoln Road brand.
- In FY 2017/18 the BID changed creative agencies and implemented a robust advertising and PR campaign through outdoor advertising, including billboards, bus benches and transit wraps, those efforts will continue;
- Developed and enhanced website which provides metrics allowing for better messaging;
- Utilized targeted social media pushes; and
- Engaged other agencies, targeting desirable markets for inclusion in the BID's message.

Public Performances and Artist Activations:

- The BID cooperates with the City of Miami Beach to plan, promote and coordinate Lincoln Roads annual Halloween celebration as well as enhanced decorations for the holidays. The BID is committed to providing these free, community inclusive celebrations for Miami Beach's residents and visitors. The BID also works with Miami Beach Gay Pride for the Light the Night Campaign and its volunteer thank you party. The BID provides sponsorship support to the South Beach Jazz Fest and the Colony Theatre.

Additionally, in the past year the BID hosted performances including:

- Nine post WALLCAST® performances. The New World Symphony, America's Orchestral Academy, projects concert hall activities

WALLCAST® on a 7,000 square foot wall on the exterior of the NWS Frank Gehry designed building. In Fiscal year 2017/2018 the Lincoln Road BID hosted nine post WALLCAST® concerts, featuring New World Symphony Fellows performing live on Drexel Avenue and Lincoln Road,

- Forty-two Saturday and Sunday afternoon concerts and performances, featuring jazz, blues, pop, drag-queens and representatives of Miami's Caribbean parading tradition,
- Five monthly chamber music concerts featuring the South Beach String Quartet,
- Five monthly Tango Milongas, where the general public was given instruction and the opportunity to dance and watch Tango,
- Three professional wrestling pop-ups as part of the promotion for the Grand Entrance of Chad Deity, a play featured at the Colony Theatre,
- Joint performance art piece in partnership with the Museum of Art and Design, and
- Numerous pop up events from line dancing to a live broadcast of the Miami Open.
- Continued to host free twice weekly free yoga, on Sundays and Wednesdays, as well as the monthly Yappy Hour for Lincoln Road's four legged visitors and their human companions.
- Lent expertise to the City of Miami Beach's Christmas Holidays celebration through the acquisition of a 30-foot Christmas tree, last minute, for installation on the Euclid Oval, then later in the year entered into a five-year agreement to install a 30-foot tree each year for the holiday season.

Clean, Safe and Welcoming:

- Managed the Block by Block contact that provides 264 hours of Ambassador services weekly on Lincoln Road, which include cleaning, maintenance and customer service over that past twelve months the Ambassadors have logged over 65,534 contacts with Lincoln Road's visitors.

The Board and staff are pleased with the BID's progress since its inception and look forward to further growth and improvement in FY 2018/2019.

Questions about the Lincoln Road Business Improvement District and its programs may be directed to the Lincoln Road BID's management office at 350 Lincoln Road, 2nd Floor, Miami Beach, Florida 33139.

BUDGET SUMMARY

LINCOLN RD

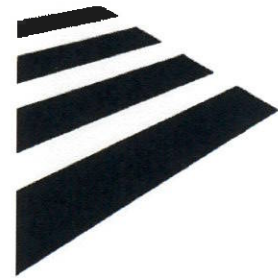


BUDGET SUMMARY - 2018/2019
LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT

	\$43,391	\$43,422	\$43,452	\$43,119	\$43,150	\$43,178	\$43,209	\$43,239	\$43,270	\$43,300	\$43,331	\$43,362	Budget
Revenue													
2018-2019 Tax Assessments													
Assessment Fees/ Taxes													
Assessments	\$237,706	\$475,412	\$237,706	\$237,706	\$236,707	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,425,237
Reimbursements													\$0
Deferred Revenue													\$0
2017-2018 Surplus													\$0
MB Block by Block Support	\$13,333	\$13,333	\$13,333	\$13,334	\$13,333	\$13,334	\$13,333	\$13,334	\$13,333	\$13,334	\$13,333	\$13,333	\$160,000
Total Revenues	\$251,039	\$488,745	\$251,039	\$251,040	\$250,040	\$13,334	\$13,333	\$13,334	\$13,333	\$13,334	\$13,333	\$13,333	\$1,585,237
Expense													
Total Payroll	\$16,053	\$16,053	\$16,053	\$16,053	\$16,053	\$16,053	\$16,053	\$16,053	\$16,053	\$16,053	\$16,053	\$16,053	\$192,636
Total Office Expenses	\$3,375	\$775	\$1,075	\$775	\$775	\$1,075	\$775	\$775	\$775	\$775	\$3,775	\$775	\$15,500
Total Professional Services	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000
Total Professional Accounting Fee	\$350	\$350	\$350	\$13,100	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$16,950
Total Bid Services & Programs	\$59,000	\$82,300	\$50,550	\$50,550	\$50,550	\$60,550	\$56,050	\$50,506	\$37,500	\$33,500	\$43,500	\$37,300	\$611,856
Total Directory Updates													\$0
Total Travel & Entertainment	\$2,500	\$0	\$0	\$0	\$0	\$2,000	\$0	\$0	\$0	\$0	\$0	\$2,000	\$6,500
Total Communications	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200
Total Postage and Deliveries	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$1,440
Total Rentals	\$4,250	\$4,150	\$59,150	\$4,150	\$4,150	\$4,650	\$4,150	\$4,150	\$4,650	\$4,150	\$4,150	\$4,650	\$106,400
Total Insurance Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$0	\$0	\$0	\$2,000
Total Repairs and Maintenance	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Printing and Reproductions	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$830
Total Marketing & Advertising	\$49,510	\$40,510	\$72,260	\$42,260	\$33,260	\$53,260	\$51,260	\$28,760	\$28,760	\$37,760	\$28,760	\$28,760	\$495,120
Total Office Supplies	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$1,500
Total Other Expenses	\$3,670	\$345	\$345	\$345	\$345	\$1,065	\$1,090	\$340	\$2,340	\$340	\$2,340	\$740	\$13,305
Total Expenses	\$149,123	\$154,898	\$210,198	\$137,648	\$115,898	\$149,418	\$140,143	\$111,349	\$102,843	\$103,343	\$109,343	\$101,033	\$1,585,237

OPERATING BUDGET

LINCOLN RD



BUDGET DETAIL - 2018/2019

LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT REVENUE

	18-Oct	18-Nov	18-Dec	19-Jan	19-Feb	19-Mar	19-Apr	19-May	19-Jun	19-Jul	19-Aug	19-Sep	Budget
Revenue													
2018-2019 Tax Assessments													
Assessment Fees/ Taxes													
3160 Assessments	\$ 237,706	\$ 475,412	\$ 237,706	\$ 237,706	\$ 236,707	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,425,237
3160.01 Reimbursements													\$ -
3160.02 Deferred Revenue													\$ -
3160.03 2017-2018 Surplus													\$ -
3160.04 MB Block by Block Support	\$ 13,333	\$ 13,333	\$ 13,333	\$ 13,334	\$ 13,333	\$ 13,334	\$ 13,333	\$ 13,334	\$ 13,333	\$ 13,334	\$ 13,333	\$ 13,333	\$ 160,000
Total Revenues	\$ 251,039	\$ 488,745	\$ 251,039	\$ 251,040	\$ 250,040	\$ 13,334	\$ 13,333	\$ 13,334	\$ 13,333	\$ 13,334	\$ 13,333	\$ 13,333	\$ 1,585,237

**Lincoln Road Business Improvement District Operating Budget
Notes to Proposed Budget for 2018/2019**

Revenue

3160 Assessments: proposed \$1,425,237. Amount approved pursuant to Chapter 170, Florida Statutes, and approved by majority vote of affected property owners in the special mail ballot election held pursuant to Resolution No. 2015-29026, from June 19, 2015 through July 24, 2015.

3160.01 Reimbursements: proposed \$0.

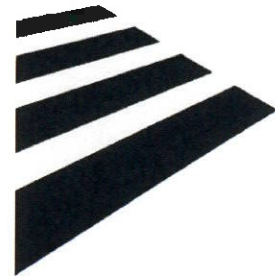
3160.02 Deferred Revenue: proposed \$0.

3160.03 FY 2017/2018 Surplus: proposed \$0.

3160.04 Miami Beach Block by Block: proposed \$160,000. Annual amount City of Miami Beach contributes to the Block by Block Ambassador services on Lincoln Road.

ORGANIZATIONAL CHART

LINCOLN RD



Lincoln Road Business Improvement District Operating Budget Notes to Proposed Budget for 2018/2019

Expenses

5130 Payroll

5110.01 Payroll Fess & Expenses: proposed \$4,200. These funds will be used for the services of TriNet, the LR BID's payrolling company.

5111 Executive Director: proposed \$108,996. The Executive Director provides overall management for the LR BID.

5112 BID Administrator: proposed \$50,400. The BID Administrator works at the direction of the Executive Director and provides operational and organizational management for discreet portion of the BID's activities and projects.

5116 Compensated Absences: proposed \$0. The funds would be used in the event of an employee leaving the BID, who was owed hours and not given, for whatever reason, the opportunity to work through them.

5121 Payroll Taxes: proposed \$14,400. These funds will be used for the payrolling taxes of the LR BID employees.

5123 Health Insurance: proposed \$15,000. These funds will be used to pay a portion of the health insurance costs of the LR BID employees, including the Executive Director's allowance for health, dental and vision insurance up to \$7,200 annually.

5123 Workers Comp: proposed \$0. This expense is covered through TriNet the LR BID's payrolling company.

5130 Office Expenses

5130.1 Meeting Expenses: proposed \$9,300. These funds will be used for expenses associated with LR BID Board, Executive Committee, Committee and other meetings as needed.

5130.1 Meeting Expenses: proposed \$6,200. These funds will be used for expenses associated with the annual meeting of the LR BID.

5131 Professional Services

5131.01 Consulting Fees: proposed \$0. These funds would be used for any consulting services identified by the LR BID.

5131.02 Legal Fees & Government Affairs: proposed \$120,000. These funds will be used for retaining legal counsel for the LR BID.

5132 Professional Accounting Fees

5132.01 Annual Report: proposed \$0. These funds would be used for the development of an annual report.

5132.02 Audit & Tax Preparation Fees: proposed \$12,750. These funds will be used for preparation of the annual audit and the LR BID's tax return.

5132.03 Accounting Consulting Fees: proposed \$4,200. These funds will be used for monthly support from an accounting professional for management of the LR BID's finances.

5134 BID Services& Programs

5134.01 Janitorial Services: proposed \$0. These funds would be used for a janitorial service provider should it be required by the LR BID.

5134.02 Landscaping and Grounds: proposed \$0. These funds will be used for

a landscaping and grounds maintenance provider should it be required by the LR BID.

5134.03 Ambassador Services:

5134.12 Block by Block: proposed \$324,000. These funds will be used to provide 264 hours of weekly Ambassador services on Lincoln Road, half of which is funded by the City of Miami Beach. Services include cleaning, maintenance and customer services.

5134.13 Uniforms: proposed \$11,000. These funds will be used for seasonal uniforms for the Lincoln Road BID Ambassadors.

5134.04 Grounds Decorative: proposed \$0. These funds will be used for a decorative landscaping should it be required by the LR BID.

5134.05 Grounds Event: proposed \$0. These funds will be used for a grounds event preparation should it be required by the LR BID.

5134.06 Grounds Signage/Banner: proposed \$30,000. These funds will be used for to maintain art on Jersey Barricades and for pole banners when necessary in the LR BID.

5134.07 Grounds Holiday: proposed \$30,000. These funds will be used for the storage, installation and removal of the LR BID's holiday tree.

5134.08 Grounds Holiday Lighting: proposed \$0. These funds will be used when necessary for additional holiday lighting in the LR BID.

5134.09 Vacant Storefront: proposed \$33,000. These funds will be used for the wrapping of vacant storefront in LR BID themed graphics.

5134.10 Event Production: proposed \$162,900. These funds will be used for activations and performances in the LR BID, weighted toward Halloween,

“Season,” with less in the more torrid months.

5134.11 Rentals & Talent: proposed \$0. These funds will be used for equipment rental and talent fees when need arises.

5134.12 Contingency: proposed \$24,000. These funds will be used for unforeseen expenses in all categories in FY 18/19.

5140 Travel and Entertainment

5140.01 Travel: proposed \$6,000. These funds would be used for business related travel by the LR BID.

5140.02 NADO: proposed \$0. These funds would be used for a janitorial service provider should it be required by the LR BID.

5140.03 IDA: proposed \$500. These funds would be used for the annual dues for membership in the International Downtown Association.

5141 Communication Services

5141.01 Email Fax Services: proposed \$0. These funds would be used for an email fax service provider should it be required by the LR BID.

5141.02 Internet Service Provider: proposed \$0. These funds will be used for an internet service provider should it be required by the LR BID.

5141.03 Cell Phone: proposed \$0. These funds will be used for cell phone services should it be required by the LR BID.

5141.04 Telephone Other: proposed \$1,200. These funds will be used for landline services to the LR BID's offices.

5142 Postage and Deliveries

5142.01 Postage & Deliveries: proposed \$1,440: The funds will be used for the LR BID's postage and delivery needs.

5144 Rentals and Leases

5144.01 Equipment Leases: proposed \$15,000. These funds would be used for equipment leased by the LR BID, such as copiers and fax machines.

5144.02 Rent Expenses: proposed \$49,800. These funds will be used for office leasing expenses required by the LR BID.

5144.03 Equipment and Software: proposed \$41,600. These funds will be used for annual fees associated with MotionLoft Pedestrian counters, other equipment and software.

5145 Insurance Expense

5145.01 Insurance/Officers & Directors: proposed \$1,000. These funds would be to acquire Officers & Directors Liability Insurance for the LR BID.

5145.02 Liability Insurance: proposed \$1,000. These funds will be used to acquire Liability Insurance for the LR BID.

5145.03 D&O/GL Insurance: proposed \$0. These funds will be used to acquire insurance.

5146 Repairs and Maintenance

5146.01 Repairs and Maintenance: proposed \$0. These funds would be used for equipment repairs in the event the LR BID acquires equipment.

5147 Printing and Reproduction

5147.01 Printing and Reproduction: proposed \$840. These funds would be used for the LR BID's printing and reproduction costs.

5148 Marketing & Advertising

5148.01 Website Maintenance: proposed \$0. These funds would be used for a website maintenance service provider should it be required by the LR BID.

5148.02 Sponsorship: proposed \$0. These funds will be used for future sponsorships subject to the approval of the LR BID.

5148.03 Public Relations: proposed \$60,000. These funds will be used for public relations and related services for the LR BID.

5148.04 Promotions: proposed \$0. These funds will be used for promotional activity for the LR BID's offices.

5148.05 Production & Design: proposed \$0. These funds will be used for production and design in the future, subject to the approval of the LR BID.

5148.06 Printing: proposed \$36,000. These funds will be used to print brochures, flyers and other materials for the LR BID.

5148.07 Misc. Project Expenses: proposed \$0. These funds will be used for project expenses, subject to the approval of the LR BID.

5148.08 Event Production: proposed \$0. These funds will be used for event production in the future, subject to the approval of the LR BID.

5148.09 Agency Retainer: proposed \$104,500. These funds will be used for advertising, design and creative services from Studio 2 and Whereby.us for the LR BID.

5148.10 Advertising Outdoor: proposed \$180,000. These funds will be used for outdoor advertising expenses, whether billboards, bus-wraps or other, to promote Lincoln Road as a destination.

5148.11 Advertising Online: proposed \$0. These funds will be used for online advertising, when approved by the LR BID.

5148.12 Advertising Print Media: proposed \$11,500. These funds will be used for print advertising to promote Lincoln Road as a destination.

5148.13 Graphic Design: proposed \$0. These funds would be used for graphic design services should it be required by the LR BID.

5148.14 Social Media: proposed \$3,600. These funds will be used to boost social media posts, promoting Lincoln Road as a destination.

5148.15 Photography: proposed \$0. These funds will be used for photographic services in the future, subject to the approval of the LR BID.

5148.16 Video Creative Direction: proposed \$0. These funds will be used for video creative direction services in the future, subject to the approval of the LR BID

5148.17 Video Production: proposed \$0. These funds will be used for video production in the future, subject to the approval of the LR BID.

5148.18 New World Symphony: proposed \$49,500. These funds will be used for post WallCast Concerts on Lincoln Road, with payments going to NWS Fellows and sound and light crew.

5148.19 South Beach Jazz Fest: proposed \$10,000. These funds will be used to support the South Beach Jazz Fest.

5148.20 Colony Theatre: proposed \$20,000. These funds will be used to

support the LR BID's annual sponsorship of the Colony Theater on Lincoln Road.

5148.21 Gay Pride: proposed \$20,000. These funds will be used to support the LR BID's annual sponsorship of the Gay Pride activities.

5151 Office Supplies

5151.01 Office Supplies: proposed \$1,500. These funds would be used for office supplies required by the LR BID.

5152 Other Expenses

5152.01 Parking & Auto Expense: proposed \$3,600. These funds would be used for parking expenses for LR BID employees.

5152.02 Business Licenses & Permits: proposed \$400. These funds will be used for annual business permits and licenses required by the LR BID.

51452.03 Florida Dept of State Annual Report: proposed \$75. These funds will be used for the filing costs of the LR BID's annual report to the State of Florida.

5152.04 Certificate of Use: proposed \$0. These funds will be used for a certificate of use, should it become necessary for the LR BID's offices.

5152.05 Memberships and Subscriptions: proposed \$0. These funds will be used for additional memberships and subscriptions, subject to the approval of the LR BID.

5152.06 Equipment Rental: proposed \$0. These funds will be used for equipment rental, subject to the approval of the LR BID.

5152.071 Bank Service Charges: proposed \$300. These funds will be used bank

service charges incurred by the LR BID.

5152.072 Miami Beach Assessment Management Fee: proposed \$25. These funds will be used for fees the City of Miami Beach charges the LR BID to manage the annual assessment process.

5152.08 MB Chamber of Commerce: proposed \$650. These funds will be used for annual membership in the Miami Beach Chamber of Commerce for the LR BID.

5152.09 Greater Miami Beach Hotel Association: proposed \$300. These funds will be used for annual membership in the Greater Miami Beach Hotel Association for the LR BID.

5152.10 Greater Miami Visitor and Convention Bureau: proposed \$575. These funds will be used for annual membership in the Greater Miami Visitor and Convention Bureau for the LR BID.

5152.11 South Florida Concierge Association: proposed \$650. These funds will be used for annual membership in the South Florida Concierge Association for the LR BID.

5152.12 Gay and Lesbian Chamber of Commerce: proposed \$600. These funds will be used for annual membership in the Gay and Lesbian Chamber of Commerce for the LR BID.

5159 Depreciation

5172 Interest Expenses