



LINCOLN RD
LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT
ANNUAL REPORT 2020



**Lincoln Road: a safe
community destination**

**OUR NEW
NORMAL**



Miami Beach's premier 8-block pedestrian promenade will prioritize the health and safety of all visitors in Fiscal Year 2020/2021

COMMUNITY



The LRBID will re-vision its
arts & culture and health
and **wellness activations**

PROGRAMMING

MIAMI BEACH

Miami Beach's Lincoln Road is betting on outdoor dining and culture. Locals are key

WOOLDRIDGE

2020 06:00 AM, UPDATED JUNE 19, 2020 06:13 AM



1 of 2

Schmand is executive director of the Lincoln Road Business Improvement District.

The LRBID will engage in marketing and public relations programs to create awareness of and support for our quality retailers, restaurants and cafes.

MESSAGING



LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT

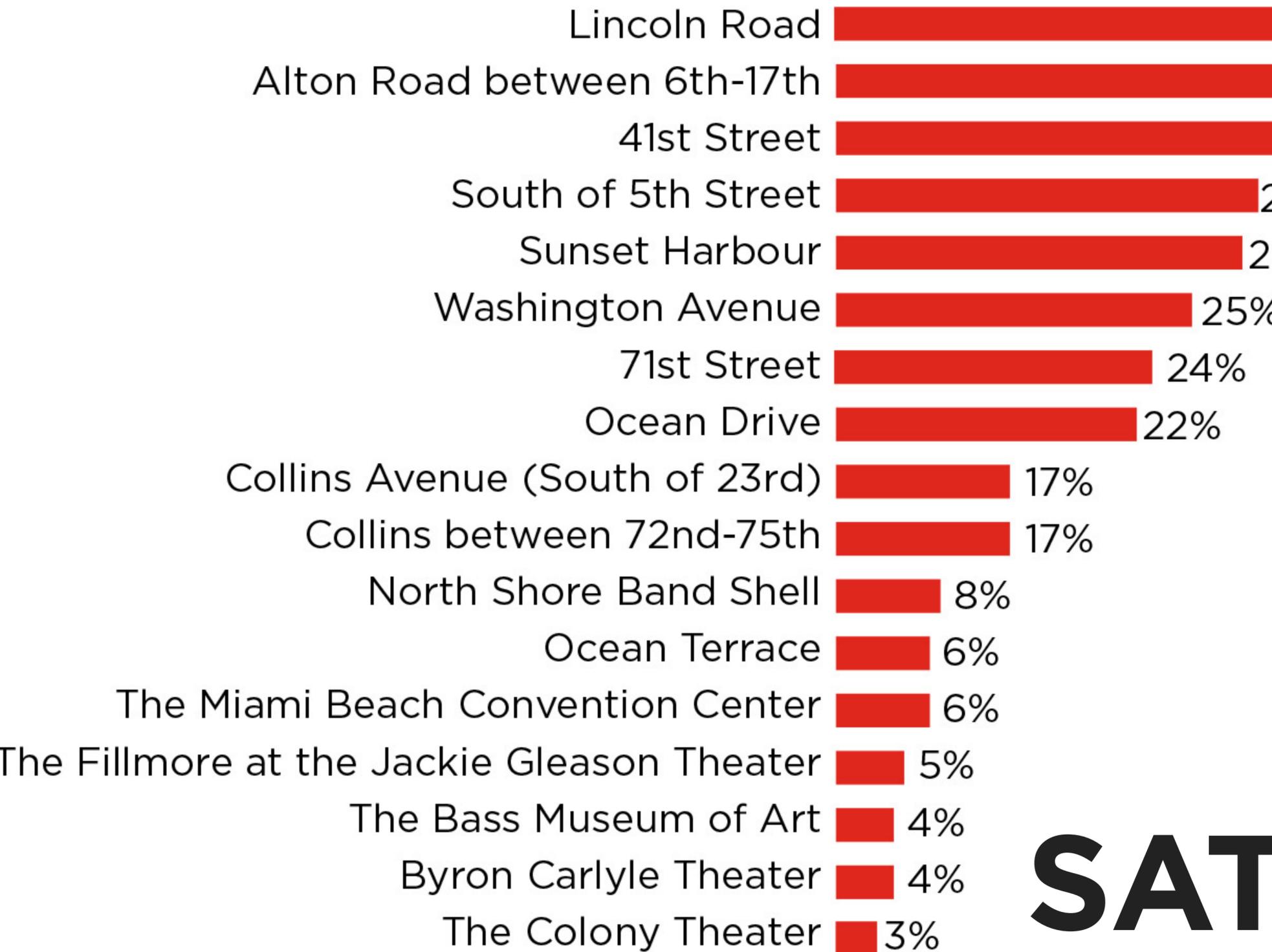
- ▶ Created **September 30, 2015**
- ▶ Representing and **advocating** for the property and business **owners**
- ▶ Promoting the development of a **diverse and vibrant Lincoln Road**
- ▶ Serving as a cultural and **civic hub** for the community
- ▶ Bringing **transformative projects** into the District
- ▶ **Marketing** Lincoln Road to locals and visitors alike
- ▶ **Collecting** and **Analyzing** available data



During FY 2019/20, until the mandatory March shut down, the LRBID focused programming and communications on the Miami Beach residential audience.

Success was demonstrated in the City of Miami Beach's resident survey

REPUTATION



84% of Miami Beach Residents Visit Lincoln Road Monthly

#1 Destination on Miami Beach

SATISFACTION

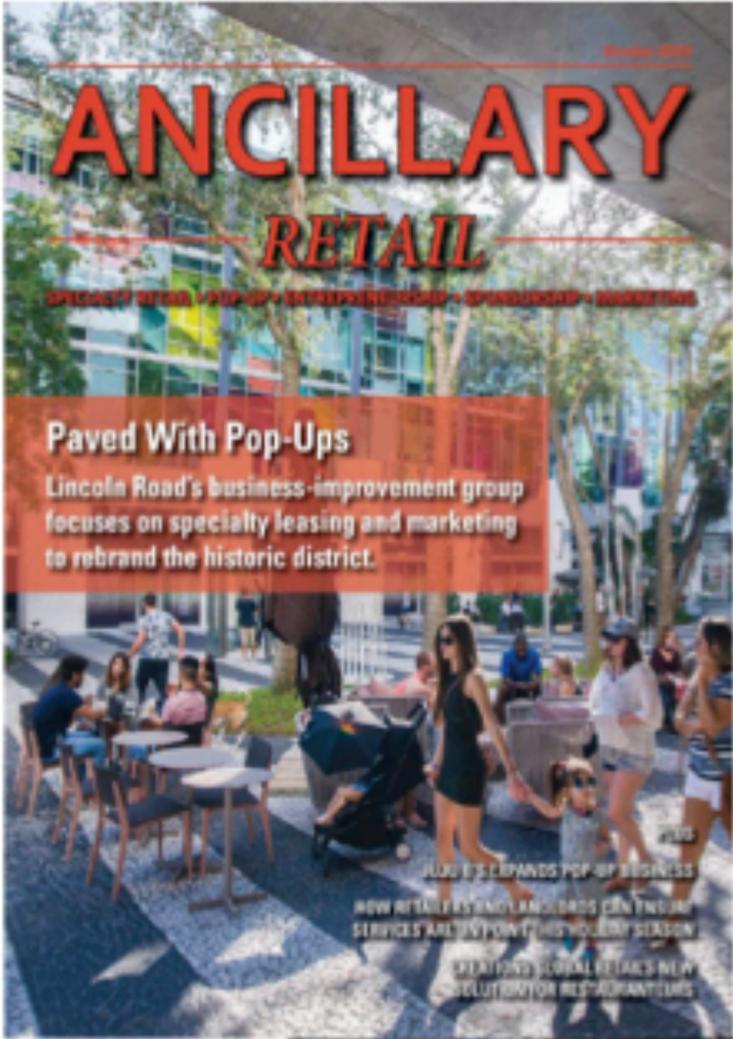


The Media Relations team attracted:

- ▶ 157 pieces of earned media coverage
- ▶ 19 interviews
- ▶ 76 articles profiling the destination
- ▶ 12 events promoted

PR BY THE
NUMBERS

Trade Media Coverage



Paved With Pop-Ups
Lincoln Road's business-improvement group focuses on specialty leasing and marketing to rebrand the historic district.



This rendering from James Corner Field Operations, the architectural firm behind New York's famous High Line, shows the plan to enhance the aesthetic and social experience of Lincoln Road. The project is expected to begin in the first or second quarter. Lincoln Road is undergoing several other changes in management, that include reliance on pop-ups, partnerships and events.

Lincoln Road is a pedestrian-only, east-west retail street lined with public spaces and iconic architecture. The eight blocks that surround Lincoln Road include about 800,000 square feet of retail space, 1 million square feet of office space and about 25,000 hotel rooms. Lincoln Road opened in 1960 as one of the nation's first outdoor malls with gardens, fountains and shelters designed by Morris Lapidus, the architect behind the flashy elegance of Miami Beach's Fontainebleau and Eden Roc hotels. Not only can locals and visitors find

world-class retail along "The Road," but cultural venues such as New World Symphony, the Colony Theatre, Fillmore Miami Beach and nearly a dozen art galleries call the area home. Over the years, the district has teetered between tourist trap and beloved historic gem. In 2017, Lincoln Road ranked fifth in the nation of the most expensive high-street retail asking rents. And although it was once known as the Fifth Avenue of the South, it's also seen its share of hard-core times alongside periodic housing booms and busts and a bit of a scrub

from locals for catering to tourists. But two years ago, the district, comprised of about 90 different and business owners, its retirement to steward this ed and promising high street chapter. The Lincoln Road Business Improvement District (BID) founded with leadership a create a cohesive sense of sophisticated identity. "Lincoln Road has been open-air mall for 50 years more," says Lyle Stern, vice



FLORIDA RETAIL SHINES AMID STORMY SKIES
Even during the pandemic, retailers continue to seek space in Florida.



OPERATIONAL SHIFTS

In addition to signing leases, shopping center managers are busy helping consumers navigate their centers in a responsible and efficient manner. Rod Canon, president of leasing and management services at CowiCo Co, says that it requires flexibility on the

The Dade Co and Lincoln Road Business Improvement District (BID) are transforming a 5,344-square-foot former BCBG boutique store on Lincoln Road into a pop-up theater for the Miami City Ballet. The program will run in mid-September.

part of the owner and strong communication among all parties to be successful.

"We've become more flexible in allowing take-out/delivery parking spaces, outdoor seating, curbside areas

WWD

Showfields Takes a Bow, Sets Second Unit in Miami
The brand believes in retail as theater.



Showfields billed itself as "the most interesting store in the world" prior to its opening at 11 Bond Street in Manhattan last year. Nathaniel told WWD exclusively on Wednesday that Showfields will this spring open its second location, on Lincoln Road in Miami. The 14,300-square-foot, two-level store will feature 40 to 50 brands and activation spaces housed in areas ranging in size from 60 square feet to 400 square feet.

Broadcast Coverage



Business Media

Miami Herald BUSINESS MONDAY

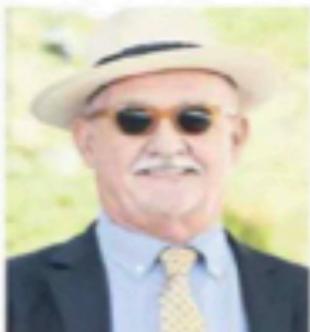
Lincoln Road betting on outdoor dining, culture

BY JANE WOOLDRIDGE
jwool@herald.com

When Timothy Schmand took over as executive director of the Lincoln Road Business Improvement District almost 2 1/2 years ago, the closest Miami had come to a pandemic was on a movie screen.

Lincoln Road, it seemed then, had more pressing problems. Commercial rents were soaring, forcing small businesses from Miami Beach's signature pedestrian promenade, and the free-wheeling ambience of the Road seemed to be giving way to corporate slickness.

Last year, rates began to cool. As 2020 began, new local-market tenants were lining up, including Miami's first Amazon four-star location — a concept where the store's inventory includes only top-selling items rated four-stars and above on amazon.com. Lincoln Road was also set to welcome its first hotels onto the promenade, and was set to close the installation of 13 monumental Botero sculptures erected in November 2019. And the BID was looking to finalize the pre-construction process associated with a \$67 million revitalization project designed by James Corner, the landscape architect responsible for New York's High Line.



Timothy Schmand is executive director of the Lincoln Road Business Improvement District.

balancing public health concerns. In the "new normal," attracting residents through experiential retail and unique, open-air activations will be even more critical to the Road's strategic success.

Q: In the pandemic age, how would you describe Lincoln Road's competitive advantage when compared to other, newer lifestyle locations in Miami?

The Lincoln Road District, with its vibrant charm, eclectic culture, and artistic atmosphere, is the embodiment of Miami Beach. Unlike other shiny, new lifestyle destinations, we are sewn into the fabric of this city and will continue to withstand the test of time.

Once referred to as the "Fifth Avenue of the South,"

like Fritz's Surf, Bike & Skate Shop and The Dog Bar, which have been on Lincoln Road for decades, to national favorites like Beandy Melville, Dr. Martens, and Amazon, to revolutionary retailers like Showfields, set to open in August, the Lincoln Road District is paving the way for a modern era of experiential concepts through our growing roster of diverse tenants.

Aside from shopping, the District is also a top dining destination. The Road defined café culture in Miami decades ago and is now home to various chef-driven restaurants, eateries, and food halls. This, coupled with the creativity cultivated through BID-sponsored arts and cultural activations, has allowed Lincoln Road to evolve, ushering in a new chapter for the promenade that's relevant and modern, yet consistent with the quintessential charm that has made us a cultural icon in Miami for more than a century. Plus, I can't think of a better place to people watch in Miami — Lincoln Road has the rest of the city beat.

Q: Prior to the pandemic, the Lincoln Road District worked closely with the City of Miami Beach on a plan to revitalize the pedestrian promenade. Is this still in the works?

Yes, the revitalization of Lincoln Road will still take place. In August of 2019, the

SOUTH FLORIDA BUSINESS JOURNAL

Amazon to open two brick-and-mortar stores in South Florida

America's No. 1 online retailer is investing in traditional storefronts in South Florida.

The Seattle-based company (Nasdaq: AMZN) plans to open Amazon 4-Star locations within the the Gardens Mall in Palm Beach Gardens and Lincoln Road Mall in Miami Beach. Amazon is opening brick-and-mortar stores even as the company reports soaring e-commerce sales due to the coronavirus.

Amazon 4-Star stores only sell products available through the e-commerce platform with a four-star rating or above. These locations are also a place for the company to sell its products developed in-house including the Amazon Echo and Kindle.

According to Amazon's website, there are just 12 existing Amazon 4-Star locations. However, most of them remain closed due to the coronavirus pandemic.

A representative from the Lincoln Road Business Improvement District (BID) said the the Miami Beach store will open in 5,000 square feet at 700 Lincoln Road. The 4-Star will take the place of the former Nexxt Cafe, which is slated to reopen elsewhere along Lincoln Road.



"The evolution of retail coupled with the ongoing aftermath of a health pandemic have proven that when it comes to retail space, the three primary principles of real estate still apply: location, location, location," said [Timothy Schmand](#), executive director of the Lincoln Road BID.

[Nathan Silverstein](#) of Seven Hundred Realty Corp. owns the building this Amazon 4-Star will open in.

At the Gardens Mall, it has not been confirmed where within the mall Amazon 4-Star will open or how much space it will take up. A representative from the mall could not be immediately reached for comment.

Besides South Florida, one other Amazon 4-Star is slated to open in the state at the Mall at

37 Years MIAMI TODAY

Tim Schmand returns to 'a magical space'

When Tim Schmand first visited Lincoln Road in Miami Beach in the 1980s, it was a far cry from the chic, artsy and bustling thoroughfare it is today. In fact, he said, it was largely abandoned.

That didn't stop him from exploring, learning about its every nook and cranny and developing an affinity for its unique aspects, ingenious and idiosyncratic alike.

"It was just a magical space," he said. "I'd spend all kinds of time there. I bought my current wife her first birthday gift on Lincoln Road. When we got married, it's where we bought our wedding rings."

Over time, along with other parts of South Beach, Lincoln Road bloomed and boomed, as did his career.

Mr. Schmand's professional history in Miami-Dade County includes an associate directorship at what is now HistoryMiami Museum, a grant-writing stint, executive director of the Bayfront Park Management Trust, a brief role as interim head of the Coconut Grove Business Improvement District (BID) and, since October 2017, executive director of the Lincoln Road BID.

"Miami Beach is probably the finest urban beach in the United States, and that position for the beach is something that the BID and city want to explore," he said. "We're a great tourist destination, a great place to live. The weather's great. The people are interesting, and Miami Beach's cultural institutions are fighting way above their weight."

When Covid-19 struck in March, a lot of that — including ambitious plans for growth and renovation along Lincoln Road — came to a halt.

But through several initiatives, from



Tim Schmand was forced to move in new direction when Covid-19 hit ambitious plans

The Achiever

Timothy Schmand

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Age: 64
Education: Master of fine arts, Vermont

We're slowly rebuilding programming.

The farmers market came back recently. I said, "You need to think of this as day one of year one," said the same to people at the arts and antiques market that also came back.

In July, one of our board members, Lyle Stern, suggested we figure out a way to do health and wellness programming during the pandemic. All the gyms and workout facilities were closed.

We explored the idea of doing it in Soundscape Park, but those public spaces weren't available. We approached the people at 1111 Lincoln Road. They gave us permission to do free yoga and bootcamp



**BOTERO ON LINCOLN ROAD.
MONUMENTAL SCULPTURE**

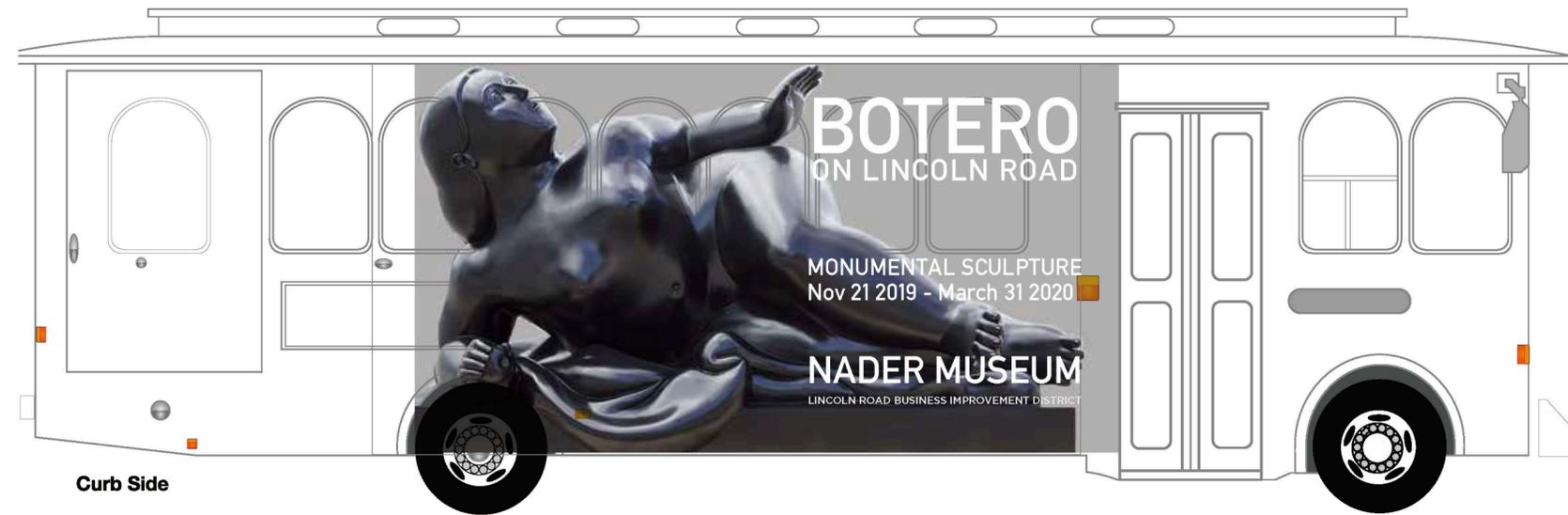
[READ MORE](#)

The Marketing Team Achieved:

- ▶ 55,774,000 for the BOTERO transit campaign
- ▶ 42,427 website visits / 61,140 page views
- ▶ #3 Google ranking
- ▶ Social media growth to 32,854 connections, a 47.5% increase
- ▶ Number 2 ranking on TripAdvisor for Miami Beach, with 17,705 reviews (nearest in-market competitor has 4,527 reviews) and an 89% excellent rating.

MARKETING BY THE NUMBERS

BOTERO

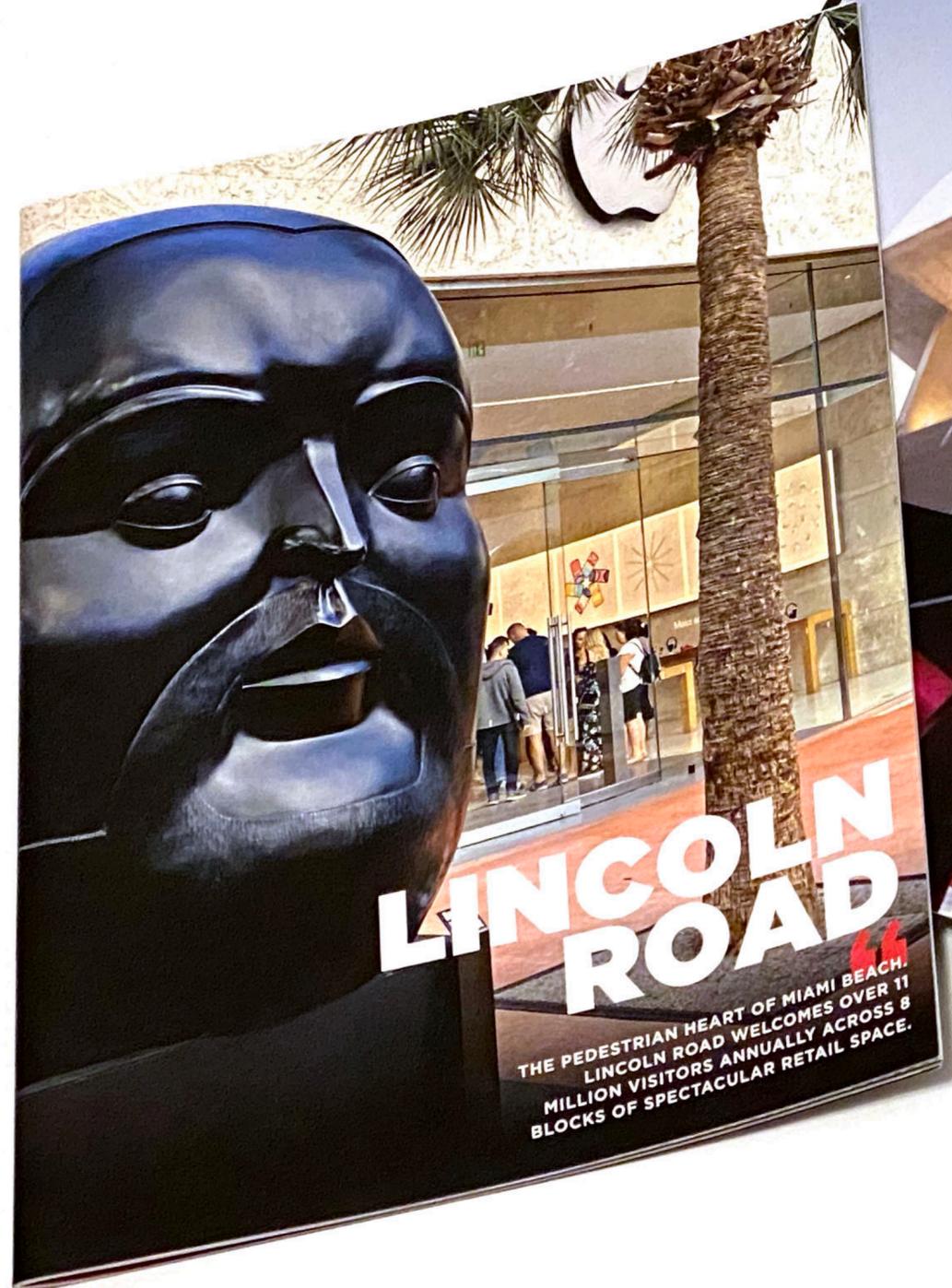


WEBSITE REDESIGN

An aerial photograph of a modern, multi-story building with a distinctive architectural style. The building features a large, cantilevered upper section supported by thick, white, tapered columns. A rooftop gym is visible on the upper level, with people working out. The building is surrounded by a cityscape with other buildings and greenery.

WORKOUT IN THE SKY
@1111 #ONLINCOLN

36pg. Market Report





- ▶ With Gary Nader Museum, the LRBID hosted 13 monumental Fernando Botero sculptures on Lincoln Road from November 21, 2019, to March 30, 2020.
- ▶ Seen by approximately 6 million visitors, the Botero installation was augmented by performances, maps and QR codes,
- ▶ It was a monumental success that redefined Lincoln Road as once again being a significant art destination.

BOTERO
#ONLINCOLN



Additionally, in the past year, the BID hosted:

- ▶ Five (5) New World Symphony orchestral performances,
- ▶ Five (5) Tango Milongas,
- ▶ A spectacular Holiday Celebration, from November through January, which featured:
 - ▶ A 30-foot Majestic Mountain Pine, Double Strung, Christmas Tree;
 - ▶ Lincoln Road's longstanding traditional shell Menorah,
 - ▶ Santa's Cabana, an Instagrammable moment with 17,000 photos assists taken by Lincoln Road Ambassadors; and
 - ▶ Lincoln Road's annual tree lighting ceremony, complete with carolers and a Tropical Santa, as well as other performances throughout the season.

EVENTS
#ONLINCOLN



- ▶ Health and Wellness Programming continued until the mandatory March shutdown,
- ▶ including free twice weekly free yoga on Sundays and Wednesdays,
- ▶ the Lincoln Road Walking Club on Tuesday mornings, Zumba (sponsored by Baptist Health South Florida)
- ▶ Monthly mat Pilates on Saturday mornings
- ▶ Monthly Yappy Hour for Lincoln Road's four legged visitors and their human companions.

**WELLNESS
#ONLINCOLN**



The LRBID also managed the Block by Block contract

- ▶ 264 hours of Ambassador services weekly
- ▶ Includes cleaning, maintenance and customer service
- ▶ Over the past twelve months The Ambassadors logged over 66,213 contacts with Lincoln Road's visitors

AMBASSADORS



- ▶ On July 3, 2019, the Lincoln Road BID Board of Directors passed Resolution 18-19-11, expressing its support for the City to implement the full James Corner Field Operations Lincoln Road District Master Plan.
- ▶ That resolution still reflects the will of the LRBID board of directors, but given the current situation, the board also recognizes the need to modify the plan.
- ▶ It was, and continues to be, the LRBID's goal to protect the City's significant investment in the Lincoln Road District and solidify Lincoln Road's reputation as a significant arts, culture, and performance district

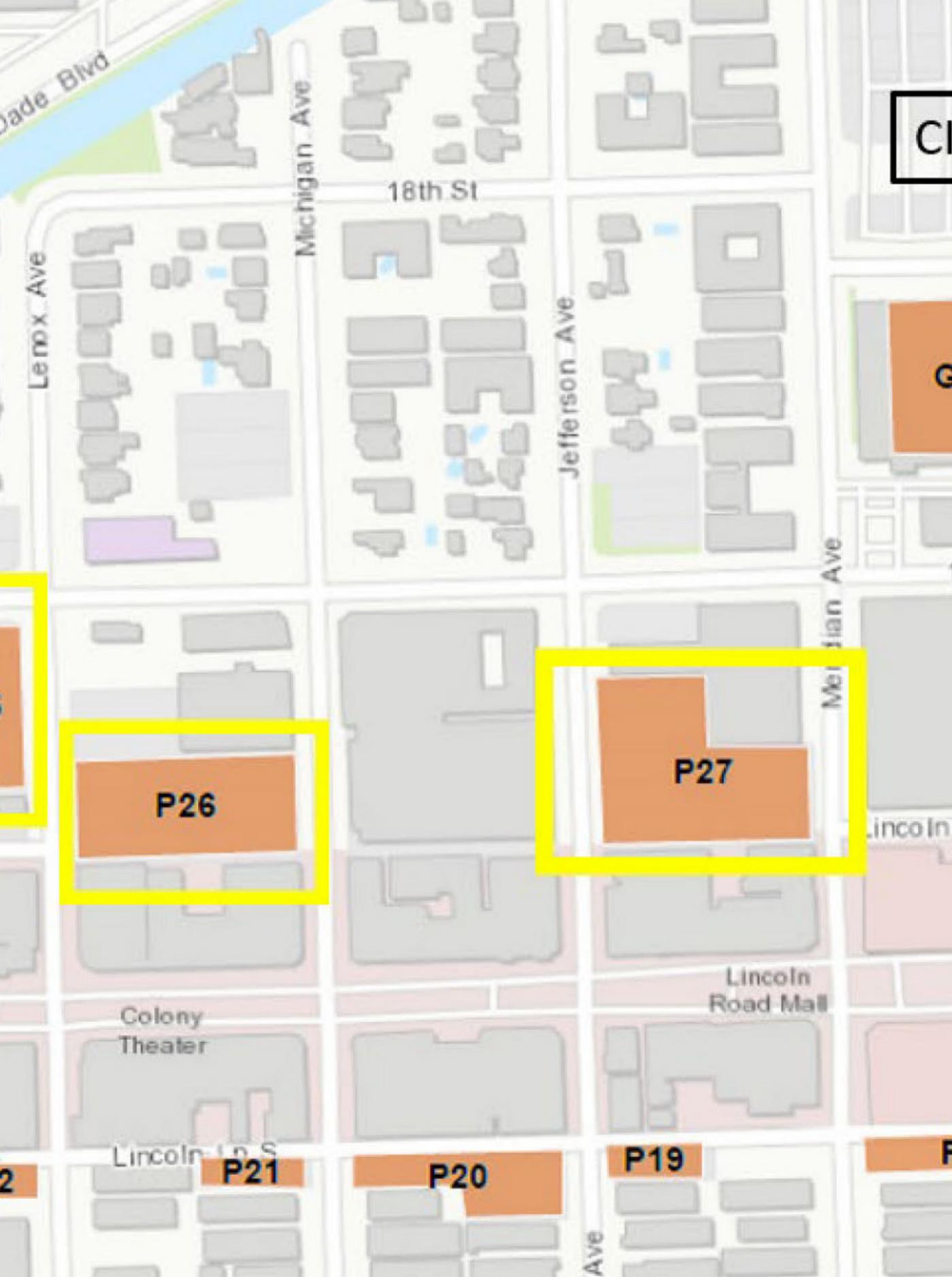
JAMES CORNER

LINCOLN RD 



- ▶ **MIAMI BEACH OFFICE MARKET EXPANSION**
- ▶ **ARTS, CULTURE, & ENTERTAINMENT**
- ▶ **THE STATE OF RETAIL ON LINCOLN ROAD**
- ▶ **JAMES CORNER MASTER PLAN**

**LOOKING AHEAD
2021**



- ▶ City of Miami Beach is launching a formal Request for Letters of Interest (RFLI),
- ▶ Directed at commercial real estate developers to consider building Class A office space within the Lincoln Road Business Improvement District's boundaries.

MIAMI BEACH OFFICE MARKET EXPANSION



- ▶ More than 1,000 people migrate to Florida each day from tax-burdened states and dense urban cities.
- ▶ The City of Miami Beach's Request for Letters of Interest comes as businesses and individuals relocate in search of lower taxes, improved quality of life, year-round warm weather, and a high potential for growth.
- ▶ Following in the footsteps of Carl Icahn, Barry Sternlicht, David Tepper, Ken Griffin and others who have relocated or expanded to Miami within the last year, financial firms, wealth management companies, hedge funds and others are looking for Class A office spaces, featuring superior design and modern amenities, but currently, no such structures exist on Miami Beach.
- ▶ The City's open call is seeking interest from local, national, and international developers capable of delivering a total of 383,439 square feet of office space through a public-private partnership that will activate city-owned land.

OFFICE MARKET

LINCOLN RD 



- ▶ To attract the biggest names in retail, a destination must be thriving with arts, culture, and entertainment
- ▶ Continue to build a creative corridor where modern art, sidewalk cafes, shopping, and lively activations can be found on every corner.

ARTS, CULTURE, & ENTERTAINMENT



- ▶ **BOTERO #ONLINCOLN**
- ▶ **Miami City Ballet x Lincoln**
- ▶ **Musicians in Golf Carts**
- ▶ **Seven Deadly Sins on Lincoln Road**

ACTIVATIONS

An aerial photograph of a modern, multi-story building with a distinctive cantilevered top floor. The building features a series of concrete columns supporting the upper levels. A skybridge with a glass railing connects the building to another structure in the background. The surrounding area includes other buildings, trees, and a clear sky. The text is overlaid on the image.

WORKOUT IN THE SKY
@1111 #ONLINCOLN

ACTIVATIONS



FAIRCHILD[®]

TROPICAL BOTANIC GARDEN

ON LINCOLN ROAD

- ▶ Lincoln Road includes an excellent representation of tropical landscape plants from throughout the world, all with compelling stories.
- ▶ Many ecologically important plants are incorporated into the landscape, supporting interactions with rare birds and insects.
- ▶ Lincoln Road now includes one of the world's most significant urban orchid plantings, including rare native Florida and Caribbean species along with larger ornamental specimens.



Leasing Activity: Amid the pandemic, Lincoln Road continues to see strong leasing activity:

- ▶ Nespresso opened its new concept store
- ▶ Amazon will open its first 4-star location at 700 Lincoln Road
- ▶ SHOWFIELDS, dubbed the most interesting store in the world, will open its second location (first location in NYC) at 530 Lincoln Road
- ▶ Dr. Martens, famed English footwear brand, opened amid the pandemic
- ▶ Harry's Pizzeria by James Beard Award winner Michael Schwartz is also underway

THE STATE OF RETAIL ON LINCOLN ROAD



Popups Signed:

- ▶ **Renegade Rustlers:** a funky, boho-chic vintage boutique.
- ▶ **Plant Daddy:** Miami Native Gabriel Diaz is shares his expertise on flowers and foliage
- ▶ **David Rosen Galleries:** An art gallery and sculpture garden
- ▶ **Sol + Sorbet :** Sol + Sorbet is a Miami based high - fashion Resort Wear and Swimwear brand
- ▶ **Toyota & Lexus:** Toyota and Lexus have identified High Streets around the planet as host sites for micro cars shows.

RETAIL POPUP PROGRAM



- ▶ The revitalization of Lincoln Road through a modified version of James Corner Masterplan will still take place as planned.
- ▶ The Lincoln Road BID's Board of Directors has urged the City of Miami Beach to consider a revised \$50-60 million plan
- ▶ If approved, this would allow us to begin the revitalization process in later part of Q1, 2021.

JAMES CORNER MASTER PLAN



- ▶ **BID funds will be used to support programming of the highest quality**
- ▶ **Marketing of those programs to our greater Miami Dade Community, as well as nationally and internationally**
- ▶ **The BID will continue its close and cooperative relationship with the City of Miami Beach, and will produce and promote outdoor activations of the highest quality to keep the excitement level high on Lincoln Road.**

2020/2021 LRBID BUDGET PLAN



Lincoln Road will continue to play the role of the vibrant town center for Miami Beach, helping the community to weather the current challenges, gather safely for joyful celebrations and thrilling arts events, and emerge stronger than ever as a united community.

LOOKING AHEAD



THANKS

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LINCOLN RD
LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT

