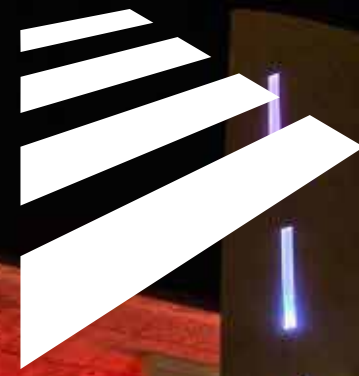


LINCOLN RD



PLANT
DADDY

**LINCOLN
ROAD**

ANNUAL REPORT NOVEMBER 11TH, 2021
TIMOTHY SCHMAND, EXECUTIVE DIRECTOR
LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT

OUR MISSION

The Mission of the LRBID is stabilizing and improving the Lincoln Road retail business district through promotion, management, marketing and similar services.

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.



BY THE NUMBERS



**.58 MILE
8 BLOCKS**



23K
VISITORS TO
LINCOLN ROAD
DAILY



281
BUSINESSES



65
RESTAURANTS

ANNUAL REPORT 2021

- Early indicators for Fiscal Year 2021/2022 are positive.
- Real estate sales show a consistent upward trend.
- High-end restaurants have followed their patrons to Miami Beach.
- City of Miami Beach has taken action to grow the inventory of office space.
- Retail leasing on Lincoln Road is strong and attracting showcase stores.
- LRBID programming seen nowhere else is driving increased traffic on the Road.
- Investment and development in and around the Lincoln Road District is strong.



RESIDENTIAL REAL ESTATE

The exponential growth of residential sales has been largely fueled by the inflow of New Yorkers purchasing first and second homes in Miami Beach.

Volume is up, and so are prices. In the first six months of 2021, more than twice as many condos and four times as many homes were sold, compared to all of 2020, at record-setting prices.

	FY 2020		YTD 2021		CHANGE	
	SALES	MEDIAN PRICE	SALES	MEDIAN PRICE	SALES %	PRICE %
CONDOS	504	\$349,700	1,122	\$525,700	223%	150%
SINGLE FAMILY	61	\$1.125M	245	\$2.390M	402%	212%

RESIDENTIAL REAL ESTATE

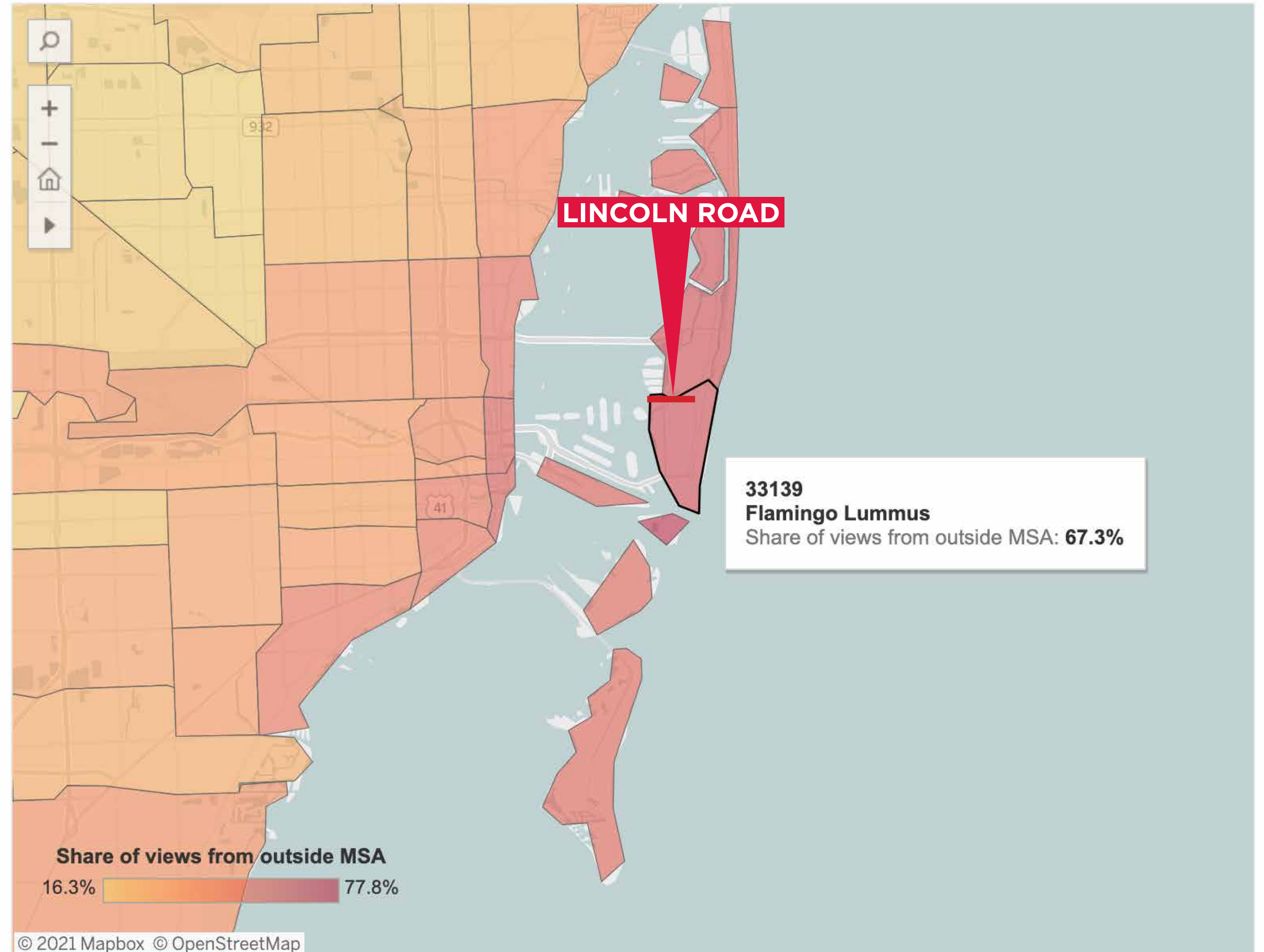
Miami Beach neighborhoods on both sides of Lincoln Road are the most desirable for new buyers

New residential development in the South Beach area is driving dynamic growth. New residents are moving into multi-million dollar condominiums to experience the South Beach lifestyle.

Which areas of **Miami-Fort Lauderdale, FL** are outsiders most interested in?
Share of outside page views to **Miami-Fort Lauderdale, FL** ZIP codes

Choose metro

Miami-Fort Lauderdale, FL



Zillow Economic Research | Source: Zillow traffic data.

RESTAURANT INFLOW IS FOLLOWING THE REAL-ESTATE WAVE

New York City restaurateurs resoundingly chose **Miami Beach** to open their South Florida outposts

- Michelin-starred *Carbone*
- Korean steakhouse *Cote*
- *Red Rooster Overtown*

On Lincoln

- *Issabella's* 1022 Lincoln Road
- *Playa*: 915 Lincoln Road
- *Romina's*: 833 Lincoln Road
- New York taco shop *Tacombi* is currently building out
- *Sadelle's* announced they will occupy 10,000 sq/ft at 1212



“The more time we spend here, the more we want to do business here. It’s open, it’s optimistic, it’s welcoming, it’s pro-business.”

Jeff Zalaznick / Major Food Group

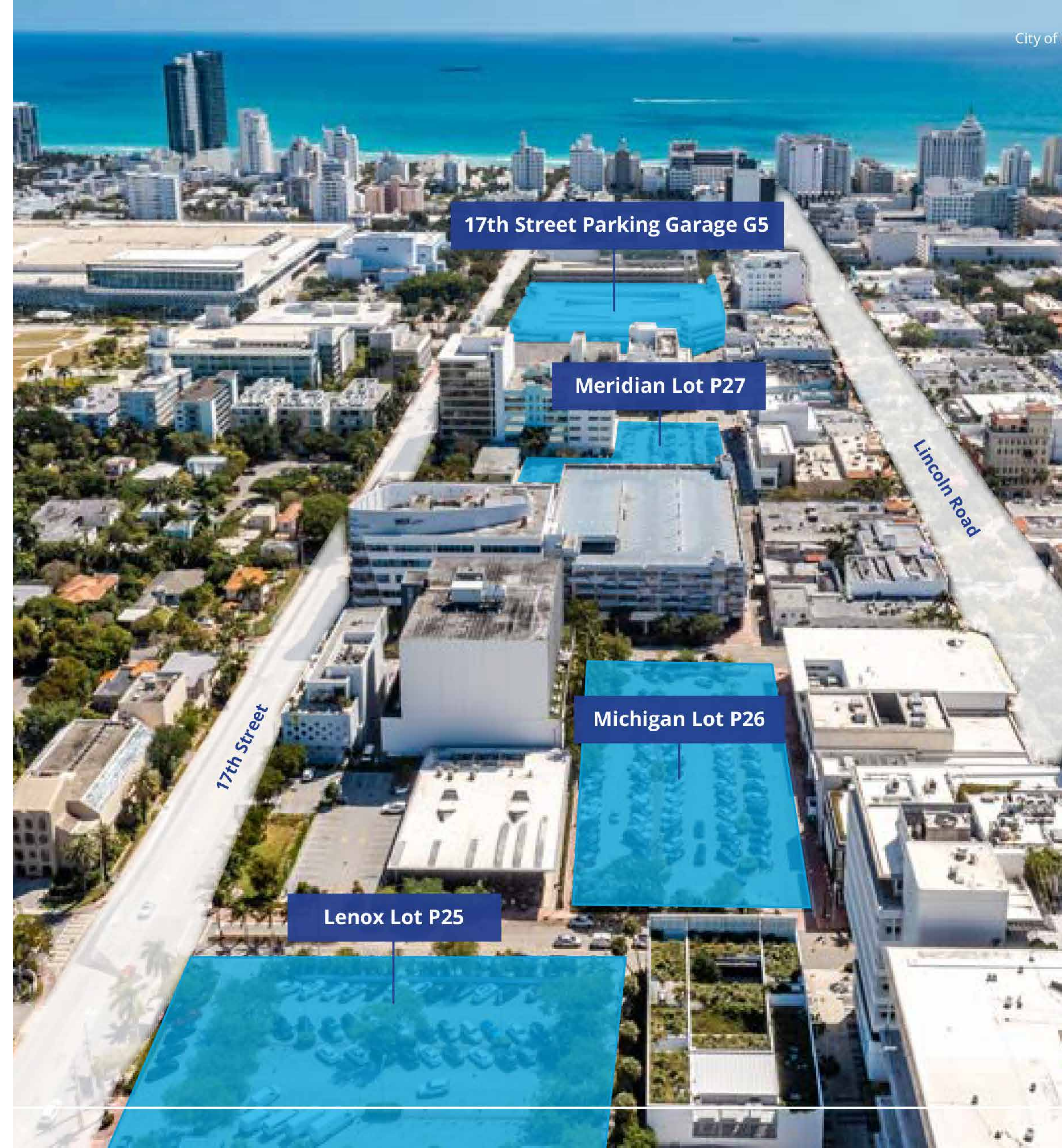
“During the past year, dozens of upscale restaurants in Manhattan or Brooklyn have opened or announced plans to open outposts in South Florida’s trendiest neighborhoods.”

The Wall Street Journal



OFFICE SPACE EXPANSION

- In 2020 **City of Miami Beach** launched a Request for Letters of Interest (RFLI), for new **Class A office space** within the LRBID on parking lots.
- **383,439 square feet** of office space through a public-private partnership on city-owned land.
- The RFLI garnered responses from **18 top local and national developers**.
- City of Miami Beach has launched a **formal RFP**, adding a 4th lot given the response. Responses are **due December 10th, 2021**.



RETAIL DEVELOPMENT

Lincoln Road continues to be a magnet for top retailers

Notable Retail Development

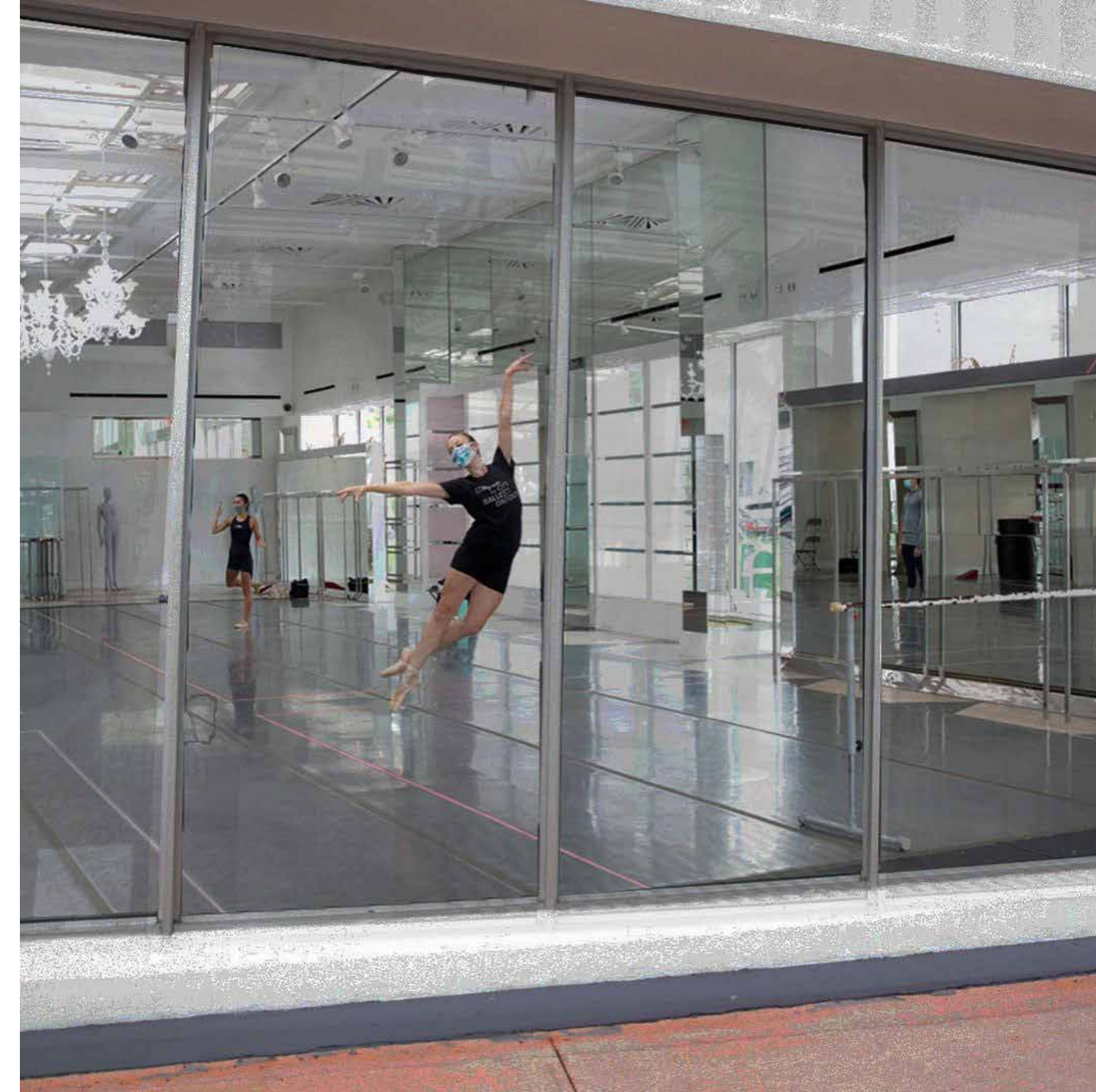
- SHOWFIELDS
- Nespresso
- Dr. Martens
- Amazon
- Harry's Pizzeria
- Yoyoso



ARTS AND CULTURE

Lincoln Road offered programming that was impossible elsewhere

- A communication strategy was created and implemented, based on Lincoln Road's status as an outdoor destination.
- LRBID developed and implemented strict CDC compliant sanitation standards.
- 32,000 masks artist-designed face masks distributed free.
- Programming that could safely be offered began in June 2020.



ACTIVATIONS

Indoor:
Miami City Ballet

Outdoor:
Musicians in Golf Carts
Ballet performances
Seven Deadly Sins
Fairchild Tropical
Botanic Gardens
South Beach Jazz Festival
Holiday Programming



ACTIVATIONS

Outdoor Partnerships:

Work out in the Sky

1111 Lincoln Road

El Bagel & Salty Donut

Lincoln Loves Locals

SOBE Wine & Food Festival



ACTIVATIONS

Retail Popups:

- Plant Daddy
- Renegade Rustlers
- Sol & Sorbet
- David Rosen Galleries
- Lexus
- Air Kiy
- SHEIN
- Toyota



LINCOLN ROAD MASTER PLAN

- The LRBID and the City continue their efforts toward the realization of the Lincoln Road Renovation.



CONNECTING

- The past fifteen months have been incredibly challenging.
- Through the pandemic, the LRBID offered opportunities to connect safely, through encounters that couldn't have happened anywhere else.
- We connected with both residents and visitors They will treasure these experiences, and return to see how we can surprise and delight them next.
- The coming fiscal year looks bright for Lincoln Road and all of our community.



PUBLIC RELATIONS AND MEDIA

Setting the narrative through public relations and social media efforts via Schwartz Media Strategies:

- Building upon the groundwork laid in 2020 to fuel economic recovery on Lincoln Road and create momentum for the district as the City's premier live, work, play destination, our goal through the first quarter of 2021 was to capture the interest of new retailers and support existing businesses on Lincoln Road while continuing to attract locals and visitors to the open-air commercial corridor through an integrated communications campaign.



January 28, 2021

UMV: 438,341

< SHARE

JANUARY 28, 2021

Fairchild Tropical Botanic Garden unveils new exhibit on Miami Beach's Lincoln Road



MIAMI BEACH, FLA. (WSVN) - Fairchild Tropical Botanic Garden has unveiled a new exhibition in Miami Beach.

The display is called Fairchild Gardens on Lincoln Road.

Miami Beach Mayor Dan Gelber attended the opening of the exhibit on Thursday, which spans eight blocks of Lincoln Road. He said unique projects like these are what can help improve the city, despite the tough times.

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MEDIA: RETAIL RECOVERY

- Early in the year it became clear South Florida was recovering much quicker than many other regions, and SMS positioned Lincoln Road as one of the strongest retail districts in the country. Our strategy was to position Lincoln Road as fertile ground for new-to-market, clicks-to-bricks, home-grown start-ups and national brands to establish roots.

Forbes
February 24, 2021 UMV: 29,761,498

Feb 24, 2021, 09:42am EST | 494 views

SOBEWFF Hosts Artisan Food Market On Miami Beach's Lincoln Road

Amber Love Bond Contributor
Dining
I am a Miami-based food + cocktail writer.

Acapella Seafood's stone crabs COURTESY OF ACAPELLA SEAFOOD

Bella Seafood's stone crabs
BY OF ACAPELLA SEAFOOD

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PR > Marketing

ModernRetail

June 14, 2021 UMV: 65,340

A tale of 3 cities: The state of retail in Miami, Chicago and Los Angeles

Maile McCann

Lincoln Road, Miami Beach FL - Photos by Kevin Sprague | Studio Two ©2018 All Rights Reserved. studiotwo.com

While retailers are hoping for shoppers to return stores in 2021, retailers' fates depend somewhat on location.

After a year and a half of unevenly applied coronavirus regulations, as well as many remote workers moving out of their respective cities, retailers in some cities are feeling more optimistic than others.

[Suburbs outpaced cities](#), particularly downtown areas, in pandemic sales numbers. Some states' restaurants and stores opened earlier amongst different governors' coronavirus standards, while some cities saw mass migration in or out.

"The southeast, where I am, recovered faster" Greg Maloney, CEO & president of retail Americas at commercial real estate firm JLL. "[The pandemic] had lesser of an impact on retail sales, rent collections and vacancies than any other area beyond Texas. The most effected [by the pandemic] were the Northeast and the West."

To get a better sense of how retailers are faring across the U.S., beyond the expansive retail coverage of New York City, Modern Retail looked at retailers and landlords in Miami, Los Angeles and Chicago as they navigate the return to stores and a post-pandemic future.

Miami sees pre-pandemic levels of success
The future is bright for Miami retail.

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MEDIA: RESTAURANT BOOM

- Our team touted the new brands signing leases on the Road and pegging the Road to larger national trends, including new-to-market brands opening restaurant concepts in Miami following the unprecedented migration of businesses and residents from New York and other tax-burdened states.

THE WALL STREET JOURNAL.

May 11, 2021

UMV: 43,634,1

REAL ESTATE PROPERTY REPORT

Now Trending in Miami Are Manhattan Dining Hot Spots

Upscale restaurants from New York City have opened or announced plans to open outposts in South Florida's trendiest neighborhoods



Korean steakhouse Cote opened a Miami location in February with some South Florida twists, including a tequila-heavy cocktail list and a neon-lit entryway. PHOTO: WORLD REDEYE

By Arian Campo-Flores
May 11, 2021

MIAMI—New Yorkers who fled to Florida during the pandemic have relished the [mild winter and lack of state income tax](#). But many still longed for their favorite city dining spots.

Now, more restaurateurs are bringing their New York businesses south.

During the past year, dozens of upscale restaurants in Manhattan or Brooklyn have opened or announced plans to open outposts in South Florida's trendiest neighborhoods. The new eateries include the Italian red-sauce joint Carbone and Korean steakhouse Cote. Red Rooster Overtown, a Miami version of chef

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COMMERCIAL OBSERVER

June 4, 2021

UMV: 184,939

5 Questions With Lyle Stern About Miami's Restaurant Boom

BY JEFF OSTROWSKI JUNE 4, 2021 1:25 PM



Miami's appeal to New York homebuyers and office tenants has been exhaustively documented, but South Florida also is attracting restaurants from the city.

Lyle Stern, president of retail leasing company Koniver Stern Group in Miami Beach, said he has experienced a flood of interest from New York restaurateurs. "We get calls from chefs saying, 'OK, I get it. I wasn't going to move to Miami, but now I am,'" Stern said.

Stern is a 20-year veteran of the commercial real estate industry and is also president of the Lincoln Road Business Improvement District. His company has brought such noted restaurants as Emeril's, Mr. Chow and Estiatorio Milos to

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MEDIA: POPUPS AND BRANDS

- We also continued to leverage partnerships with brands like the South Beach Wine & Food Festival, The Salty, and El Bagel to build brand affinity with desired local audiences.
- As Lincoln Road began attracting top brands like Shein and Air Kiy for popups, SMS capitalized on the desirability and cult-following of the new companies by aligning Lincoln Road with those brands across multiple communications channels.

AVENTURA
MAGAZINE

AVENTURIST

PRIME Real Estate
LINCOLN ROAD WELCOMES POP-UPS

Cutting-edge concepts, new eateries, and eclectic artists can set up shop on Lincoln Road this season for a limited time. The Lincoln Road Business Improvement District has revealed a retail pop-up program, allowing emerging purveyors to use the open-air promenade as an experimental lab for their operations. Among those featured include Jozy DeFord of Renegade Rustlers, a funky boho-chic vintage boutique, and David Rosen, who owns his namesake art gallery and sculpture garden. Gabriel "Dash" Diaz will also operate his plant nursery, Plant Daddy, which has garnered a reputation among locals for its offerings and plant care know-how. Here, Diaz dishes on his retail concept future. *(lincolnrd.com) —J.A.*

Why open a plant nursery?
I walked into a plant store three years ago, and my life was never the same. I fell in love with the peaceful energy of the place, had a great conversation with the owner, and left with my first plant—a ponytail palm. Now my apartment is home to 70 plants. During the early stages of the pandemic, I was reevaluating my life decisions, and something just clicked. I decided to turn my green thumb into a business, and Plant Daddy was born.

Why do you think plants are gaining popularity?
It is scientifically proven that plants make people happy and brighten up their space. People take a plant home, watch it grow, and that has a great effect on their well-being.

What inspired your shop selection?
I carry everything from plants that only need to be watered once a week to more exotic, rare species Alocasia Polly.

What advice do you have for new plant owners?
When people come into the store help them match their choices with the space they have available. I also sell water globes, planters, and pots designed to self-water to help with proper maintenance. Plants are simple, really. You just gotta water them, love them, and let them thrive. *(plantdaddymiami.com) —J.A.*

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WORLDWIDE
PR • Marketing

September 2021 Circulation:

How the city of Miami Beach is attracting pop-ups

By Ben Johnson
Contributor, Commerce + Communities Today

Miami Beach's Lincoln Road shopping and dining district needed a jolt, and not just from the pandemic. The nearby Miami Beach Convention Center reopened in 2018 after three years of redevelopment, and local retailers were feeling the disruption. "We went to the city and urged them to have a streamlined licensing process so we could get short-term tenants open to keep those stores full," said Stephen Bittel, founder and chairman of Terranova, which has a long history as an owner of retail properties in the Lincoln Road area.

As a result, the city launched a program in September to expedite 90-day special event permits for pop-up retailers. Now, that program is filling empty space and generating buzz. "We were working on the program pre-pandemic, and the pandemic just made everything come together in a very sudden way that made it even more opportune," Bittel said.

Successful results
In late July, online lifestyle sneaker brand Air Kiy hosted its second pop-up in the district in the past six months, at 1655 Meridian Ave. For the first pop-up there, fans had lined up along the pedestrian promenade, and limited-release sneakers sold out within hours.

Air Kiy's second pop-up at 1655 Meridian Ave.

Other pop-ups in the district have become fixtures. Sol + Sorbet arrived last fall for a three-month pop-up and recently relocated to an expanded space at 821 Lincoln Road under a more traditional lease. Plant Daddy, a popular plant concept that grew a large online following, also signed a three-month pop-up last October, at 808 Lincoln Lane North. It renewed for six months and soon will expand into the space next door.

MEDIA: DEVELOPMENT

- SMS is also prioritizing shifting the narrative of Miami Beach as not just a place to live and play, but also as a burgeoning destination for businesses. The team is focused on generating attention for the City of Miami Beach RFP, and the continued real estate investment happening throughout the City to bring more diverse uses to the Lincoln Road District and boost foot traffic.

Commercial Property Executive
 September 23, 2021

Why Miami Beach's Office Market is Booming

New legislation and initiatives are bolstering the city's development pipeline. Here's what's

Miami Beach's business-friendly policies and year-round warm climate have contributed to its resilience through these uncertain times, as the city has experienced a wave of businesses and their capital relocating from colder, tax-burdened states throughout the country.

"These companies are prioritizing quality of life—walkability, commute times, proximity to housing and schools—when planning their South Florida office space, and that is creating natural demand for Miami Beach," Stephen Rutchik, executive managing director at Colliers, told *Commercial Property Executive*.

Already a popular tourist destination, the city is looking to attract financial services companies and tech businesses that bring higher paying jobs and a diversified tax base to the area. "The City Commission has enacted a permit incentive program for targeted industries with incentives such as expedited plan review and permit-based grants for companies which create a minimum of ten high-wage jobs," Miami Beach Mayor

Recognizing that Class A office design demands higher floor-to-ceiling heights, Mayor Gelber allows additional height for office developments along portions of Alton Road and the Sunset. Developers have already submitted applications for projects that take advantage of the height increase, and that these include ground floor activation and obtain building permit issuance before 2023.

In an effort to capitalize on the wave of business migration to the area, the city has also approved a plan for Class A office development on Terminal Island, while considering other areas as well, Mayor

Upcoming projects

According to Rutchik, Miami Beach's newest Class A office building is 20 years old, so developers are looking for newer product with projects like Eighteen Sunset. The mixed-use development from Deco features nearly 40,000 square feet of Class A+ office, retail and street-level restaurant space as well as residence with a private rooftop deck.

Eighteen Sunset was granted final approval by the city in May of 2021 and will take shape in Miami Beach's trendy Sunset Harbour district, with construction set to begin this fall. The project, slated to be complete in 2023, will be the first-ever Class A office space developed in the neighborhood.

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THE REAL DEAL
 SOUTH FLORIDA REAL ESTATE NEWS

February 18, 2021 UMV: 657,212

Developers bet on long-term demand for Class A Miami Beach office space

More than a dozen developers submitted letters of interest to develop office space

Miami / By Katherine Kallergis February 18, 2021 12:35 PM



From left: David Martin, Aby Rosen, Jorge Perez, Barry Sternlicht, Victor Ballestas and Russell Galbut (Getty)

Related Group, Dacra's Craig Robins, Terra's David Martin, Starwood Capital and more than a dozen other developers expressed interest in building office projects on city-owned land in Miami Beach. But some question whether the demand will be strong enough years from now.

Last year, Miami Beach launched a request for letters of interest for a public-private partnership to redevelop the three parking lots next to Lincoln Road between Alton Road and Meridian Avenue. Combined, the land could be developed into more than 383,000 square feet of mixed-use office space. Voters would have to approve any project on city-owned land through a referendum.

The city is **seeking to capitalize** on major wealth migration from the Northeast, California and other high-tax markets, and the subsequent movement of **major finance and tech firms**.

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SOCIAL MEDIA RECAP

ORGANIC

Key Performance Indicators

- 5.5 million impressions (up 96% yoy)
- 131k engagements (up 50% yoy)
- 5.8k link clicks (up 117% yoy)

Audience Metrics

- Growth Per Platform
 - Instagram: 7.4k
 - Facebook: 1.2k
 - Twitter: 273
- Total Audience: 41k

PAID


Key Metrics

- 10 paid social media campaigns totaling:
 - 1.2 million impressions
 - 524k people reached
 - 5k link clicks
 - \$3,650 total ad spend



TOP POST PER PLATFORM

INSTAGRAM

 **lincolnrd**
Thu 7/1/2021 3:29 pm EDT

#SHEIN POPUP #onLincoln: 3 Days Only!
We are so excited to announce that @sheinofficial is hosting a three-day-only...



Total Engagements **2,398**

Likes	1,703
Comments	92
Saves	603



FACEBOOK

 **Lincoln Road**
Thu 7/1/2021 3:29 pm EDT

#SHEIN POPUP #onLincoln: 3 Days Only!
We are so excited to announce that @sheinofficial is hosting a three-day-only...



Total Engagements **47,732**

Reactions	3,514
Comments	5,903
Shares	4,186
Post Link Clicks	1
Other Post Clicks	34,128



TWITTER

 **@LncolnRd**
Tue 6/8/2021 2:06 pm EDT

#Spotted: The gorgeous Miss Nicaragua @anajmarcelo striking a pose #onLincoln ❤️



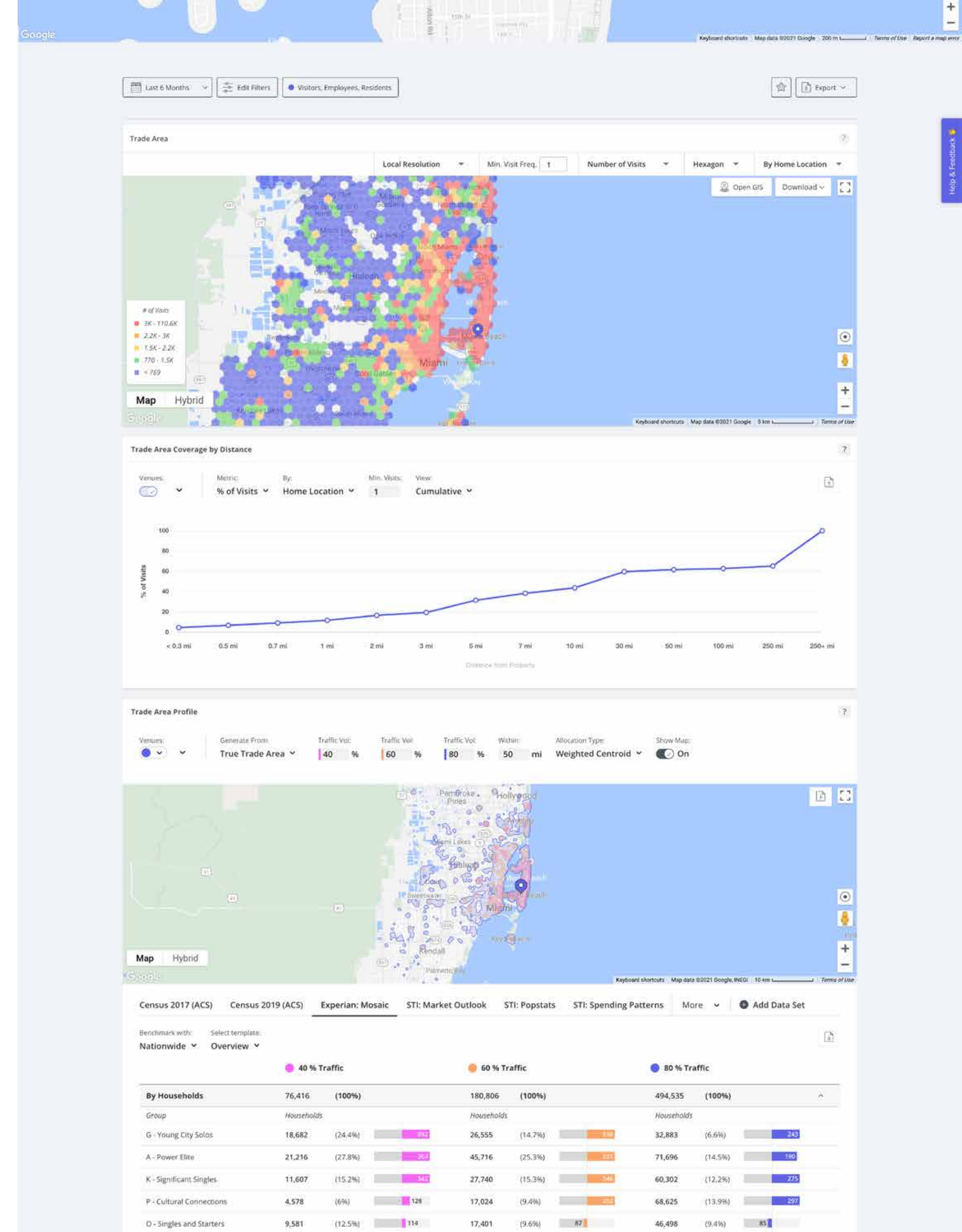
Total Engagements **746**

Likes	142
Comments	0
Shares	7
Post Link Clicks	—
Other Post Clicks	597



DATA AND INSIGHT

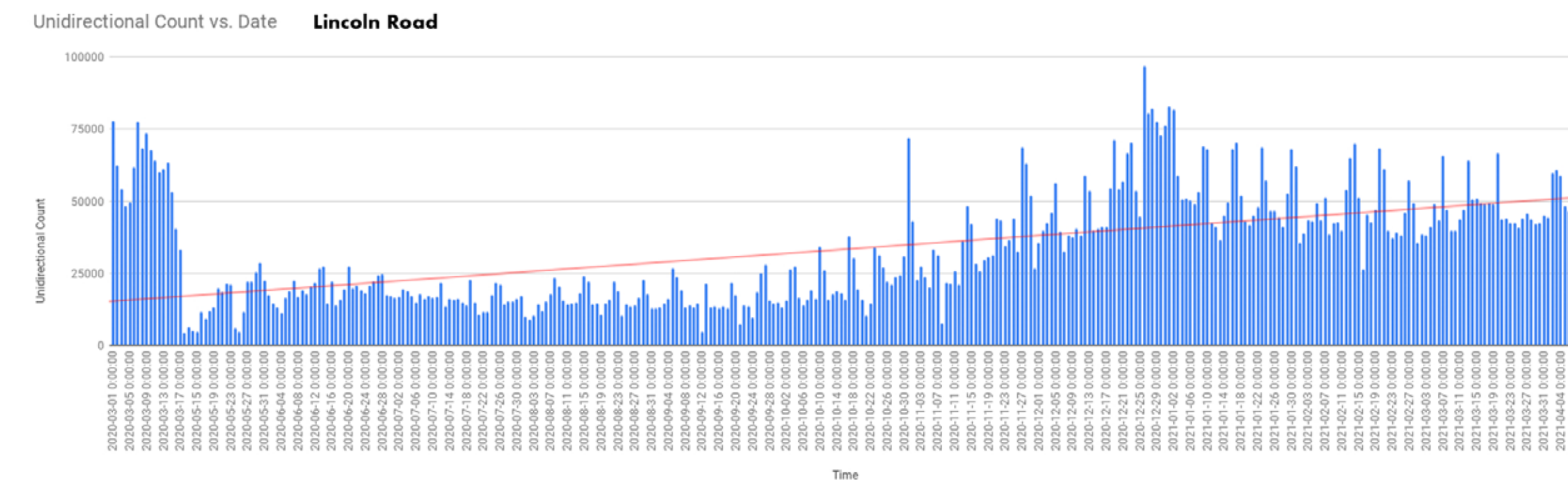
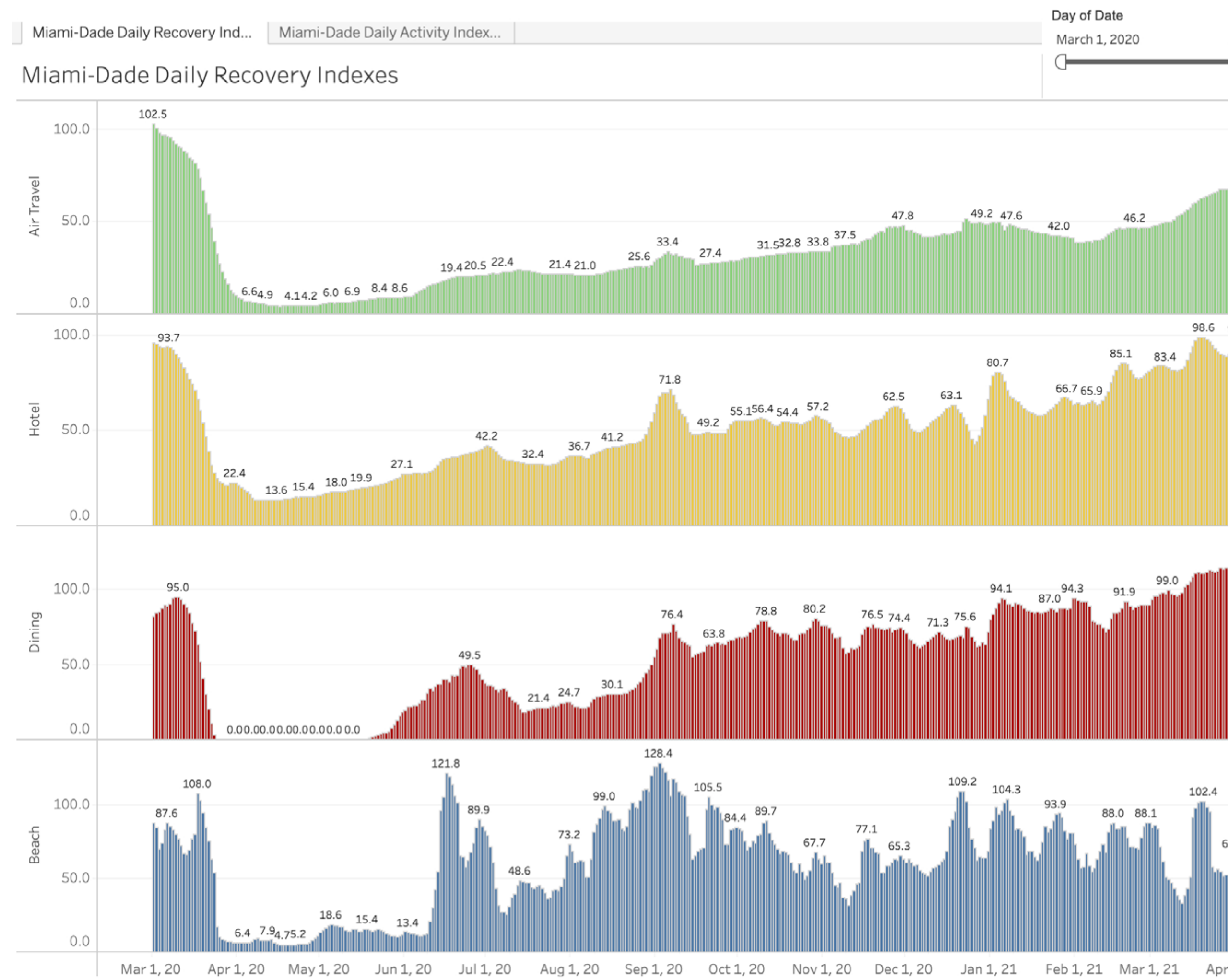
- LRBID has contracted with **Placer.ai** for comprehensive data tools on demographics and visitor behavior
- **Pedestrian counts** are done in real-time with systems from eco-visio.net
- The LRBID will be making this data available through a dedicated web portal to LRBID members
- LRBID is also working with **data from GMCVB, City of Miami Beach and others** to provide a comprehensive overview of the region and trends



MARKETING RESOURCES

LRBID is building a **web portal** to provide resources for membership to enhance the marketing of properties on and around Lincoln Road. This site will include:

- Statistics
- Maps
- Marketing
- Visuals
- Video
- City Resources
- Graphics
- Social Media
- Press
- Recent Development
- Pending Deals



FY 2021/2022 PLAN

In FY 2021/2022 the BID will:

- Will partner with the City of Miami Beach and other interested parties to better communicate our community's ongoing progress across a variety of channels;
- Identify and pursue **innovative arts & culture** opportunities;
- Promote and **celebrate new openings** on Lincoln Road;
- Identify and host celebrations of the highest caliber;
- Continue marketing and advertising efforts **focusing on the cultural assets** of the Lincoln Road District, including:
 - › The Miami Beach Convention Center;
 - › The Fillmore at Jackie Gleason Theater;
 - › The New World Symphony, America's Orchestral Academy;
 - › The historic Colony Theatre;
 - › Florida International University's Miami Beach Urban Studios; and
 - › Oolite Arts a small collection of studios and gallery spaces for artists, whose arrival on Lincoln Road in the 1980s (as the South Florida Art Center) signaled the road's rebirth.

FY 2021/2022 PLAN (CONT.)

- Continue efforts with the City of Miami Beach toward completion of **Lincoln Road Renovation**;
- Pursue a deeper partnership with **South Beach Wine and Food Festival**;
- Continue the care and maintenance of the **Lincoln Road brand**;
- Continue its **wellness programs**, which engage both residents and visitors;
- Assist tenants and owners with **activations on Lincoln Road**;
- Continue its cooperation with the City of Miami Beach, to plan, promote and coordinate Lincoln Road's annual **Halloween celebration**;
- Continue providing free, **community inclusive celebrations** for Miami Beach's residents and visitors;
- Continue its work with **Miami Beach Gay Pride** and its sponsorship supporting the South Beach Jazz Fest and the Colony Theatre.

SUMMARY

As in the past, 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**.



CONTACT US



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LINCOLNRD.COM

Report prepared by

