



# LINCOLN RD

LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT

**ANNUAL MEETING, NOV. 14<sup>TH</sup> 2022**



## LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT

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- ▶ 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





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

# THE MISSION





Created in **1912** by Carl Fisher

Reimagined in the early 1960's  
by **Morris Lapidus**

**250+** stores and restaurants

**8 blocks of gardens** and promenades

# THE ROAD





Miami Beach Convention Center  
Fillmore Miami Beach  
New World Symphony  
Colony Theatre  
F.I.U. Urban Studios (MBUS)  
Oolite Arts  
Plus Many Galleries

# THE CULTURE





# DEVELOPMENT ON LINCOLN RD AND MIAMI BEACH





1656 Alton Road | Shvo Properties

1665 -1667 Washington Ave

944 5th Street Class "A" Office

Eighteen Sunset Class "A" Office

Starwood Global Headquarters

Jefferson Bancroft: \$47m Acquisition

## COMMERCIAL DEVELOPMENT





407 Lincoln | Norman Foster

**COMMERCIAL  
DEVELOPMENT**





Ritz Carlton: \$500M

Raleigh: \$500M redevelopment

Esme Hotel on Espanola Way

Grand Hyatt Convention Center \$400M

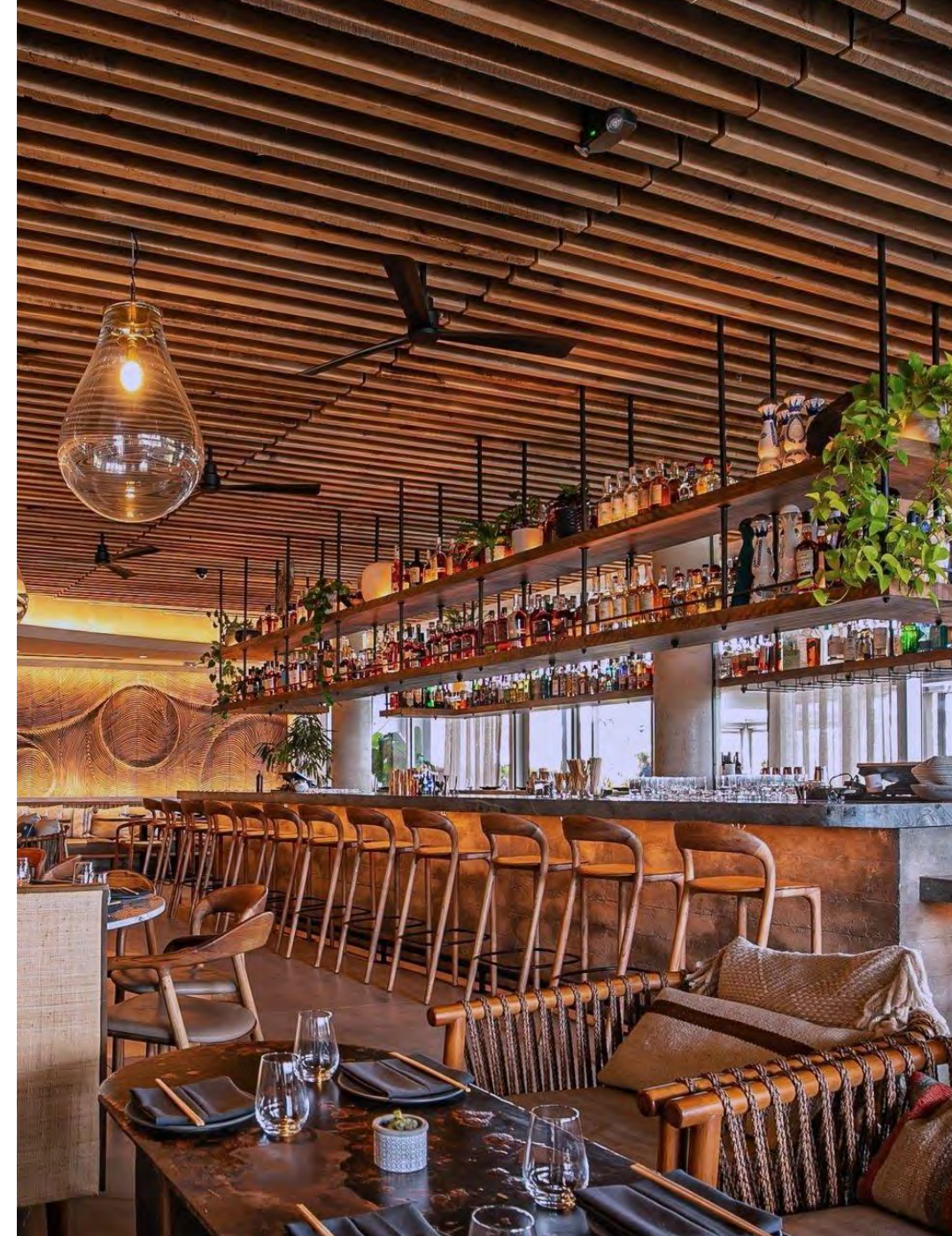
Thompson Hotel: 100 rooms

Aman Hotel: 56 rooms & 39 residences

Bulgari: 100 rooms

## HOTEL DEVELOPMENT





Pollo & Jarras

YoYoso

Isabella's Mediterranean Restaurant

Expansion of Mila's

Deluxe Milano

Mango

Lulu's Emporium

West Elm

Moonlighter

Lululemon expansion

Pelé Soccer

**NEW RETAIL  
OPENED**





Anatomy Gym

Sadelles

Tacombi

Sushi Mas

Louise James Boutique

Oro and Elixir Restaurant lounge

The Legendairy MilkShake Bar

Salt & Straw

Cheesecake Factory

Calista Couture

Van Gogh Immersive Experience

Andres Carne De Res Restaurant

**NEW RETAIL  
COMING SOON**





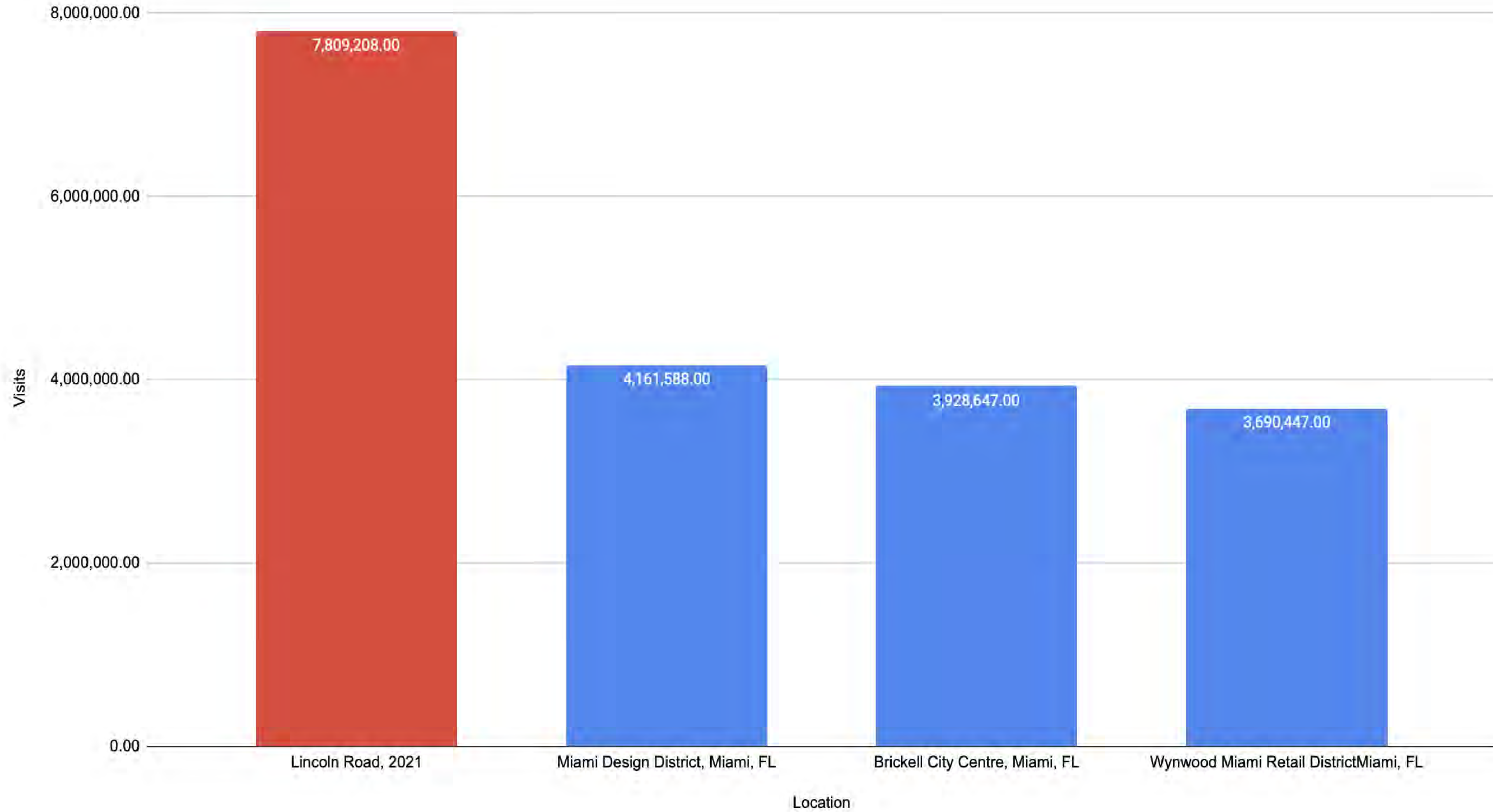
# VISITOR STATISTICS AND DEMOGRAPHICS





# Annual Visitor Counts

1/18/2021 - 1/18/2022

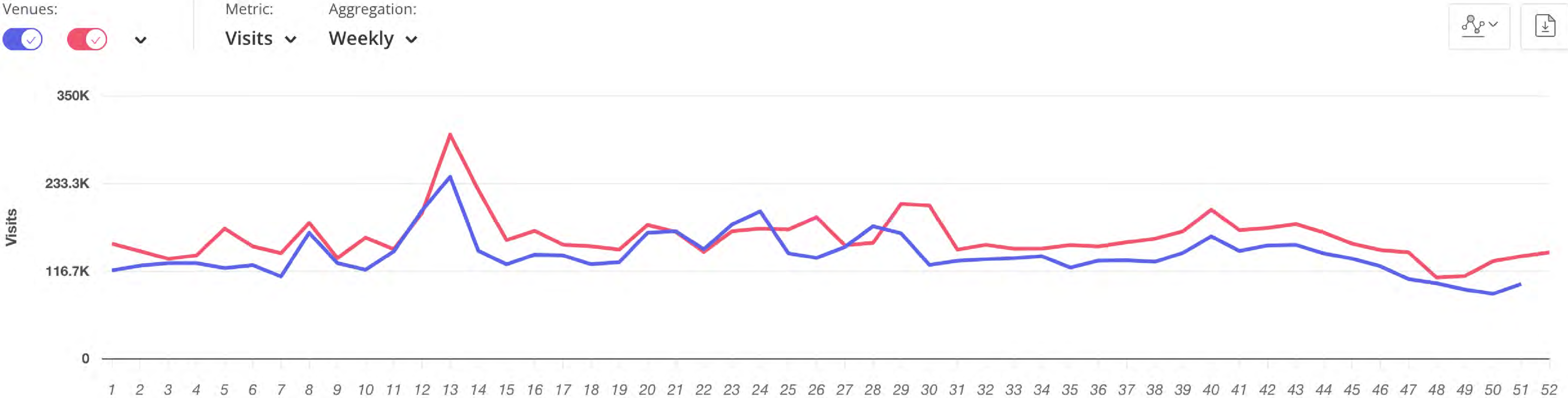




# VISITORS TO LINCOLN ROAD 2018-2019 VS 2021-2022

Custom Dates  Edit Filters  ● Oct 01, 2021 - Sep 30, 2022 ● Oct 01, 2018 - Sep 30, 2019 ● Visitors, Residents

## Visits Trend





# VISITOR TOTALS ON LINCOLN ROAD 2018-2019 VS 2021-2022

Custom Dates  Edit Filters  ● Oct 01, 2021 - Sep 30, 2022 ● Oct 01, 2018 - Sep 30, 2019 ● Visitors, Residents

## Metrics

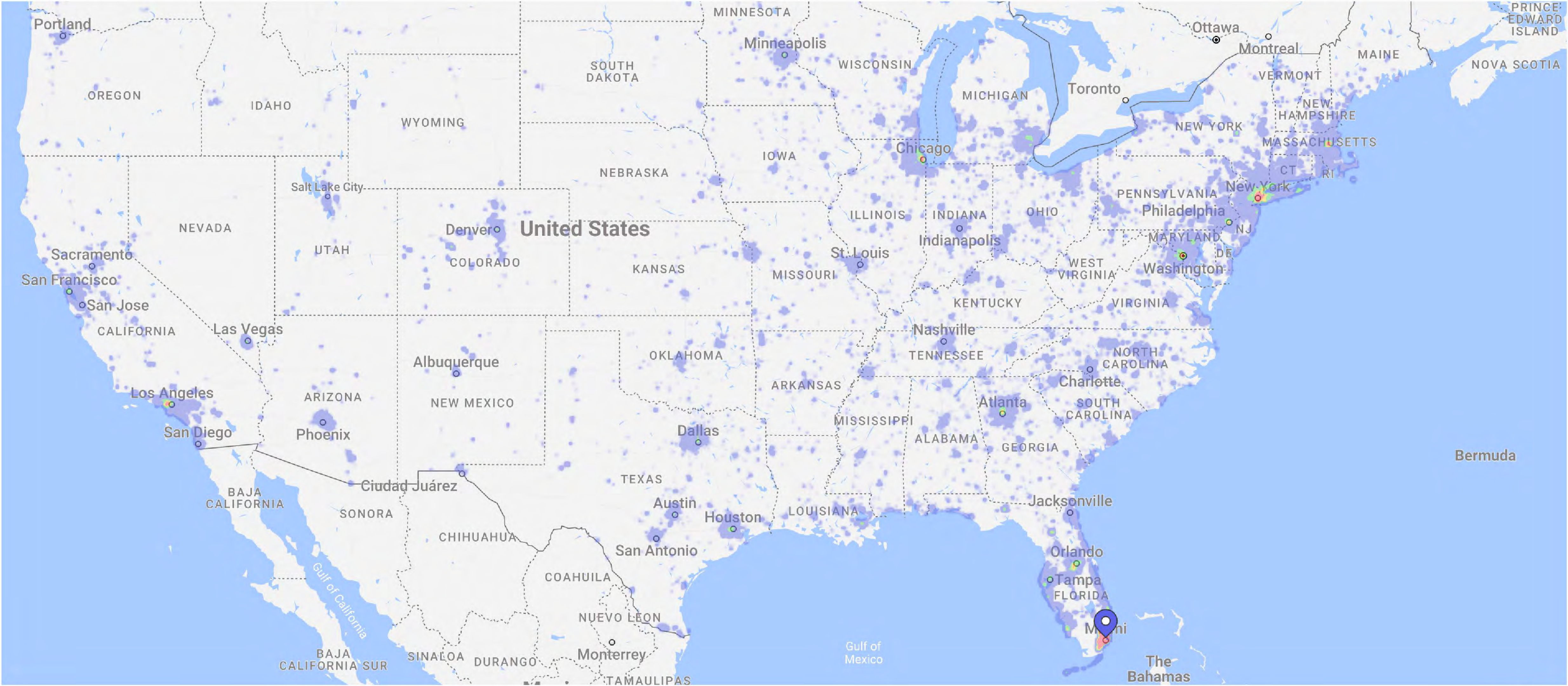
Properties:



Metric Name	<span>●</span> <b>Lincoln Road</b> Lincoln Rd, Miami Beach, FL 33139	<span>●</span> <b>Lincoln Road</b> Lincoln Rd, Miami Beach, FL 33139
Visits	7.2M	8.4M
Visitors	2.7M	2.8M
Visit Frequency	2.7	3.01




# LINCOLN ROAD VISITOR ORIGINS, 12 MONTHS





# TRIPADVISOR REVIEW PERFORMANCE

Rating ?



overall

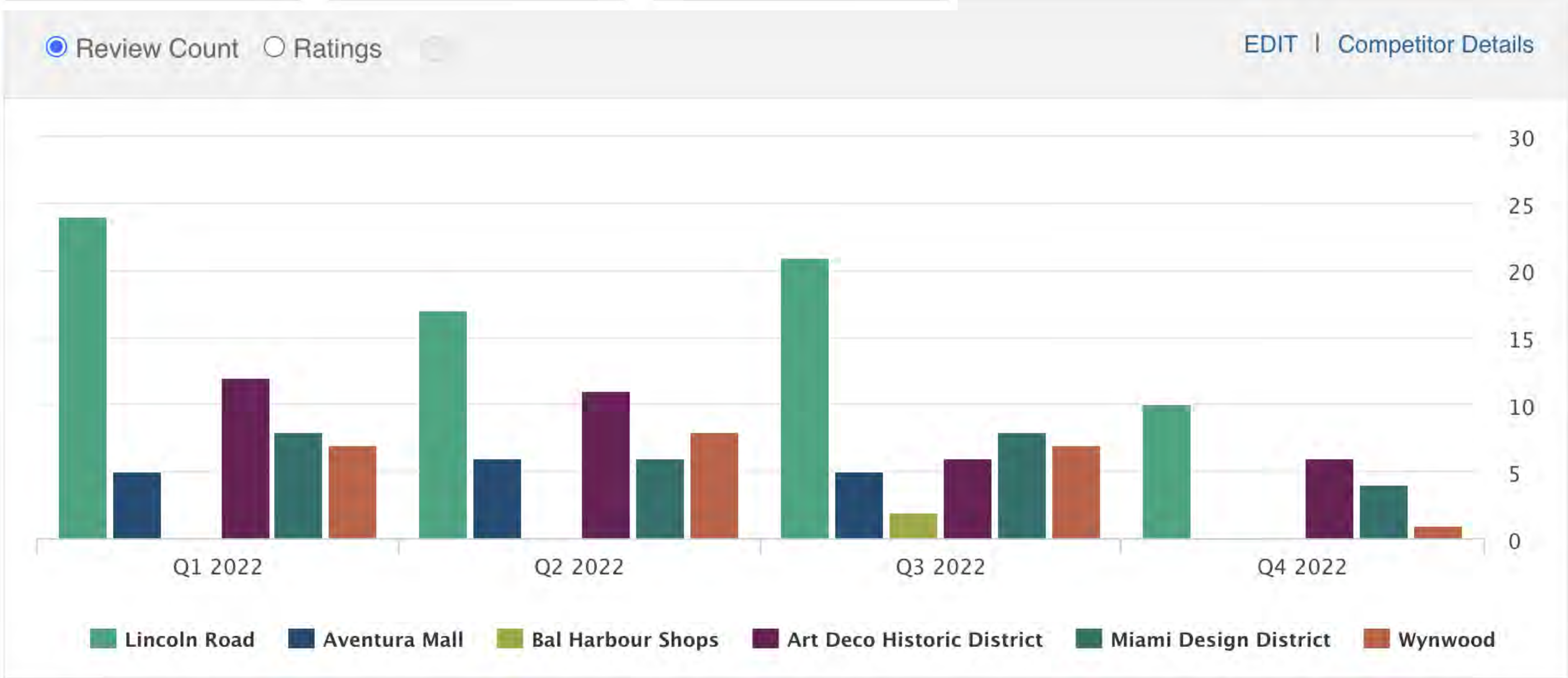
Ranking ?

**#1**

of 75 things to do in Miami Beach

Reviews ?

**17,874** total



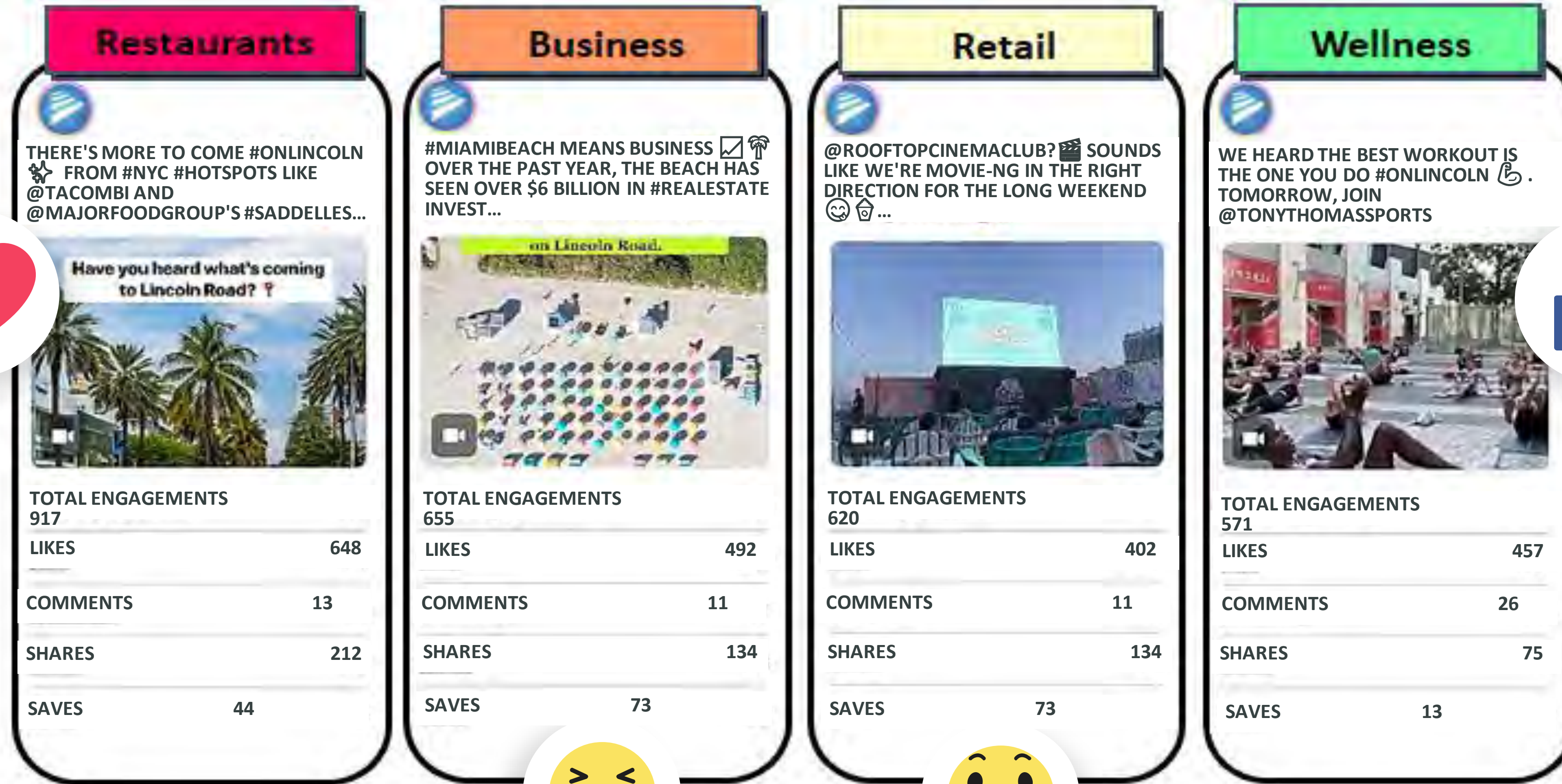




# SOCIAL MEDIA AND PR



# TOP PERFORMING SOCIAL MEDIA CONTENT IN 2022 BY CATEGORY



## 2022 KEY METRICS

IMPRESSIONS: 2.5M

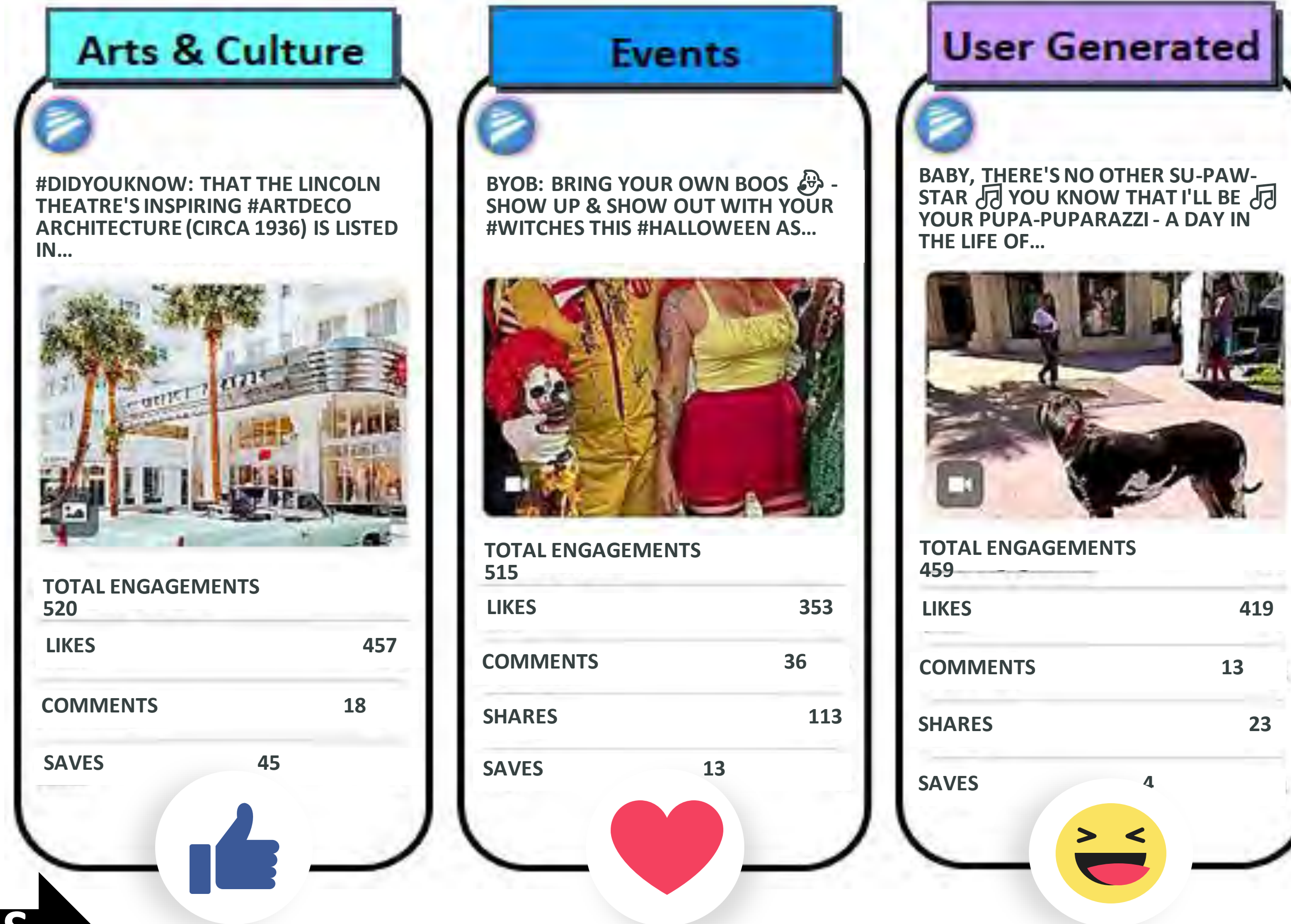
ENGAGEMENTS: 53K

VIDEO VIEWS: 524K

POSTS PUBLISHED: 600



# TOP PERFORMING SOCIAL MEDIA CONTENT IN 2022 BY CATEGORY



## 2022 KEY METRICS

FOLLOWERS: 42K

DIRECT MESSAGES: 10K

PAID CAMPAIGNS: 8

LINK CLICKS: 6K



# PUBLIC RELATIONS

Setting the narrative through public relations and social media efforts via Schwartz Media Strategies focused on driving messaging about the district's economic diversification, arts + culture offerings and overall positioning of Lincoln Road as a premier retail destination.

Through strategic media opportunities in national, local and trade publications, we reinforced the district as the City's premier live, work, play destination, solidifying it as the most-visited, open-air lifestyle destination in South Florida with over 8 million visits in 2021. The key initiatives focused on:

- ▶ Lincoln Road's Retail & Dining Reinvention
- ▶ Showcase Economic Diversification & Office Development
- ▶ Investment in Arts & Culture
- ▶ Highlight LRBID Activations, Events & BID Announcements

## MIAMI TODAY

November 8, 2022

UMV: 34,149

### Lincoln Road poised for retail revival



With 16 new-to-market retail and restaurant tenants, 12 under-development stores, and a greater foot traffic than other Miami-Dade County destinations, Lincoln Road continues to be successful and is poised to have its retail revival going.

The Lincoln Road District's storefront occupancy rate is 85%, reflecting currently occupied and leased stores, according to the Lincoln Road Business Improvement District (BID). Over the past 12 months, 16 new tenants are opening on the area, 14 of which are new-to-market operators.

Foot traffic, recorded by analytics tool Placer.ai, showed Lincoln Road reaching close to 8 million walking visits over the past year, higher than other destinations such as Miami Design District with 4.1 million, Brickell City Centre with 3.9 million, and Wynwood's Second Avenue with 3.7 million, according to the Lincoln Road BID.

In October, Chinese fashion brand Yoyoso occupied 5,600 square feet on 1411 Lincoln Road. Barcelona-based fashion retailer Mango also opened a 608-square-foot store at 1026 Lincoln Road. Furniture and home décor store West Elm is now

On the restaurants side, Andres Carne de Res, a pizzeria, opened at 455 Lincoln Road. The Colombian restaurant two-story building with a rooftop deck, where 5 N is vacant since 2015. Construction is set to start soon.

In addition, The Cheeseecake Factory is signing a lease to open at 749 Lincoln Road, and New York-based N.Y. Pancakes is leasing 2,800 square feet at 1688 Meridian Ave. and is leasing 2,800 square feet

Also, 12 stores are currently under development in the district. Toronto-based Lighthouse Immersive, the company that built the nationwide, which is building a restaurant with vi

## COMMERCIAL OBSERVER

September 16, 2022

UMV: 177,576

### The Secret to Lincoln Road's Success

How Miami Beach's car-free pedestrian mall survives and thrives even as other expanses shutter

BY JEFF OSTROWSKI



In the 1960s and 1970s, shiny new shopping malls sprang up in suburbs everywhere, and urban planners grew desperate to save downtowns from being hollowed.

car-free pedestrian malls. The strategy largely flopped. Most streets admitted defeat and abandoned the projects long ago.

to vehicles in the early 1960s, remains among the minority of

## Condé Nast Traveler

June 15, 2022

UMV: 10,182

### Why There's Never Been a Better Time to Visit Miami

From vintage stores and dive bars to innovative interactive art galleries, there is much to explore in this thriving city.

BY GNT EDITORS | PHOTOGRAPHY BY OLIVER PILCHER | June 15, 2022 | [VIEW ONLINE](#)



Early morning calm on South Beach

A Deco detail on Lincoln Road

Sunny days, wild nights and a proximity to the Caribbean have long made Miami one of the world's preeminent party towns. Now, new money—much of it tied to tech—and a laissez-faire attitude have made it one of the most dynamic destinations in America. From a restaurant landscape dominated by young, collaborative chefs and restaurateurs to popping nightlife and contemporary art scenes, we share why the Magic City is only getting hotter.



# LINCOLN ROAD'S REVIVAL



July 1, 2022 Circulation: 55,866/ UMV: 133,738

SPOTLIGHT

## Reinvention of Lincoln Road

Over the past two years, the Lincoln Road District has built a pipeline of \$6 billion in real estate projects. Here are some on the famous promenade or just a short walk away.

On a prominent corner of Miami Beach's Lincoln Road, one of Colombia's most popular restaurant brands, **Andres Carne de Res**, is building a two-story restaurant with rooftop dining, joining restaurants like Carbone and Hesalon, which moved in during the pandemic, and the expanding MIA, one of Florida's most successful restaurants by dollar volume.



At least nine hotel projects are underway, including the 800-room **Grand Hyatt Hotel** near the convention center.

Asian department store **YoYoSo** is under construction with its first Florida location.



Retailer **Luklemon** now occupies a larger space on the eight-block promenade.

Investment firm **Starwood Capital Group** recently opened its global headquarters and family offices nearby, along with other financial firms. Two parking lots will likely be redeveloped for LEED-certified class A office buildings to lend business to Lincoln Road.



May 2, 2022 UMV: 917,106

**SPECIAL REPORT**  
**Annual Retail and Industrial Guide**

**EXPLOSIVE GROWTH**  
South Florida outpaces the nation as multiple investors compete over few deals; but rents can't rise forever

**A LANDLORD'S MARKET**  
Northwest Florida leads Southeast South Florida, retail, creating a highly competitive market. [Read](#)

**COST ESCALATION**  
A booming industrial sector is wrestling with rising prices and supply chain woes. [Read](#)

**MAKE OR BREAK**  
It's a hub of housing activity, but investors must act fast or risk losing a deal. [Read](#)

**RETAIL MARKET PROFILES**



2022 UMV: 10.2k



## LINCOLN ROAD REBOUNDS WITH NEW BRANDS

The pandemic has pushed a lot of people to find more outdoor venues. And for Lincoln Road in Miami Beach, it's proven to be a real boom. In recent months, seven new restaurants and retailers have opened along the eight-block promenade. Several more are expected in the coming months.

Open now are: **Gopuff**, an on-demand delivery service of favorite foods and essentials; **Pure**, a luxury, multi-brand clothing retailer; **Playa**, which features Mediterranean cuisine with a Southern twist; **Issabella's**, which serves European tapas; **Pollos & Jarras**, a modern Peruvian concept; **Wok to Walk**, which serves Asian-inspired dishes; and **Sunlife Organic**, a juice and smoothie bar.

On the way are: **YoYoso** a fast fashion and leisure department store; the ever-popular **Cheesecake Factory**; **Andres Carne de Res**, a Colombian restaurant; **Tacombi**, a neighborhood taqueria; **Mediterranean concept Baklava Inc.**; **Napul É Pizzeria Ristorante**, an authentic Italian pizzeria; and classic Italian restaurant **Romina's Ristorante Italiano**.

According to **placer.ai**, which explores and extrapolates data on retail trends, Lincoln Road led as the most-visited open-air destination in South Florida with more than 7.8 million visitors over the past year, surpassing Miami's Design District, Brickell City Centre and the Wynwood Arts District.



# ECONOMIC DIVERSIFICATION

## THE WALL STREET JOURNAL.

July 19, 2022

UMV: 72,469,193

REAL ESTATE PROPERTY REPORT

### Office Developers Flock to Miami Beach, Creating a New Skyline by the Ocean

Executives, investors and companies moved to the area during the pandemic. Now they are seeking and building office space nearby.



At least eight office buildings are in various stages of development in Miami Beach, the most construction of high-end office properties there in 20 years

By Deborah Acosta  
July 19, 2022 8:00 am ET

Miami Beach, long the waterfront playground for those who work in Miami proper, is emerging as a thriving business center in its own right.

An influx of executives, investors and companies moved their residences and firms to Miami Beach shortly before or during the pandemic for the lifestyle and lower taxes. The newcomers who are seeking and building office space include former Google Chief Executive Eric Schmidt, Starwood Capital Group CEO Barry Sternlicht and Wayne Boich, the CEO of Boich Cos. a family office.

## Miami Herald

June 13, 2022

UMV: 8,942,385

### Corporate flight to Miami: County rides another expansion wave. Who's opening offices?

BY REBECCA SAN JUAN UPDATED JUNE 13, 2022 1:58 PM  
[VIEW ARTICLE ONLINE](#)

Companies that set up shop in Miami-Dade County last year inspired a movement. Another wave of businesses relocated or expanded here through May this year, creating ripple effects in the office and housing markets.

Executives running e-commerce and law firms, among others, keep arriving during the ongoing pandemic in greater numbers than before the public health crisis began in early 2020. They are expanding their companies beyond West Coast, Southern and Northeast home bases.

Newcomers represent significant portions of the steady stream of new office leases signed countywide, according to Blanca Commercial Real Estate data. The Brickell brokerage and advisory service firm compiled for the Miami Herald lease totals of the best available offices for comparable partial annual periods since 2019. Known as Class A and Class B, these office workspaces have the most desirable locations and amenities. Already through the first five months of this year, 32 of the 112 office leases, or 28%, were signed by tenants from outside Florida.

Although the number of outside firms entering this market fell slightly from 38 during the same stretch last year, the 13 real estate professionals, company executives and municipal employees the Herald interviewed for this story say they expect to see many more company relocations to Miami-Dade during the second half of 2022. The group of commercial entrants continues growing since the first part of 2019 when the business migration trend hastened.

"We reached a tipping point where Miami is viewed differently," said Stephen Rutchik, executive managing officer at Colliers. "This new base of companies of employers and employees having moved to South Florida show that this is sustainable. This is a new foundation for our economic engine in South Florida."

Corporate relocations to Miami-Dade gained momentum in the pandemic, following the start after the U.S. Tax Cuts and Jobs Act of 2017. Tax savings aside, many employers wanted to follow the stream of financial and technology heavyweights like Blackstone, SoftBank's Latin American fund and Founders Fund.

## dbr DAILY BUSINESS REVIEW

May 16, 2022

Circulation: 25,128/ UMV: 57,146

### Lincoln Road as a Business Hub? Developers Unveil Plans For Miami Beach Mixed-Use Development Project

by Melea VanOstrand

The city of Miami Beach has advanced a plan to grow Lincoln Road into a business hub, as a team of local and national real estate firms have proposed Class A office and retail space in the district.

Now that the Miami Beach City Commission granted initial approval to build two mixed-use developments in the Lincoln Road District, the city can now continue to negotiate ground lease terms. Commissioner Ricky Arriola said the vote is a big first step in moving the project forward.

"I think it's a catalytic project for the city because it does many things. One of which is take advantage of the very strong demand for office space in our community and hopefully will capture some of the corporate relocations that are taking place," said Arriola. "We see it across the bay in Miami in places like Brickell, Wynwood and Coconut Grove. Miami Beach, because of its lack of office space, really hasn't had many big wins when it comes to corporate relocation."

**SEE LINCOLN, PAGE A2**



# LINCOLN ROAD'S RETAIL & DINING REINVENTION



January 20, 2022

UMV: 11,109,250

## Where to go shopping in Miami Beach

Looking to go shopping in Miami Beach? Stay in style with these stores, boutiques and shopping destinations.

Written by Ashley Brozic

A little-known fact about Miami Beach: it's actually a great place to shop. Retail runs the gamut from trendy boutiques with resort wear staples (because we are in the tropics, after all) to multi-story luxury experiences inside Art Deco gems that expand the horizons of your style and closet. Lincoln Road brings you a mile's worth of retail heavy hitters, while Sunset Harbor is a wonderful and relaxing concentration of locally owned shops. And sprinkled along Collins Avenue are the kinds of stores that draw you to South Beach as much as the sand or the Miami beaches might. Leave some room in your suitcase and prepare to upgrade your closet. Here's where to go for the best shopping in Miami Beach.



March 2022

Circulation: 53,014

## SHOP TILL YOU DROP

Find three innovative Miami retail experiences here, offering an out-of-the-ordinary shopping experience.

#FSALAJDS

### SHOWFIELDS

A retail experience that feels like an art and design museum, Showfields Lincoln Road distinguishes beyond the traditional retail experience with curated pop-ups, art installations, a food and beverage bar, a lounge and its own space. Local artists Sarah J. Tomchin, Lauren Shapiro & Magnus Soderstrom and Madeline Jaki/Veronica Guedes have installations throughout the space, and its clean beauty department includes Miami-made brands like No. 13, along with a jewelry bar. Yes, take by local influence. Yes, take by Lincoln Road. Miami Beach. [showfields.com](http://showfields.com)

### PIVOT MARKET

Located on the ground floor of the Canfield food hall in Little River, this boutique space is a check-in of 40 sustainable brands. The space

also features a learning center, a recycling program, a bio fabric consultation and a local beauty bar. A full calendar of programming includes clothes-swapping parties, wine, the makers and DIY workshops open to Showfields. [showfields.com/the-tradefair](http://showfields.com/the-tradefair)

### BASE

A hip purveyor of almost everything, this was the original Miami "boutique" when it originally opened on Lincoln Road. The store stocks up on cheap in Wisconsin to buy and sell peddle in chic, vintage designer apparel, books and street jewelry (but especially low local brand Missouri). You'll come here to shop and gift for men and women, adults, teenage boys and fashion and possibly the best accessories on the planet. [www.basemiami.com](http://www.basemiami.com)



July 27, 2022

UMV: 66,247,973

## A Fashion Guide To Miami

Nadja Sayej Contributor

When it comes to the beach and sun, Miami is your best bet. But it's also a shopper's paradise, from upscale shopping malls to the Design District, art museums, selfie-ops and more that prove that this city is much more than just the beach.

With the rise of the Brickell district, Miami is obviously becoming a luxury fashion paradise. And it has its roots in fashion, too. Miami was the home of Gianni Versace before he passed away in 1997 (his former home Casa Casuarina is now a hotel and event venue), and in this city, the legacy of high fashion stays strong.

"I love the diversity of fashion that is so prevalent in Miami," says Barnette Holston, a style and fashion expert who blogs as the DCFashion Fool. "People tend to embrace the color, warmth and vibrancy inspired by the South Beach scene. I see people paying homage to the city by wearing Versace, or looking to brands like Casablanca to give that Miami feel."

Here are some must-see fashion hotspots across Vice City.

### Boutique shopping by foot

The design district in Miami is where fashionistas head to shop and dine in style. This new, revamped area is where you can shop, see live music, and visit the Institute of Contemporary Art Miami or the De La Cruz Collection.

One highlight beyond your typical luxury shopping fare—like Gucci, Chanel and Off White—is Gaucho, an Argentinian luxury brand that recently opened their first flagship in the country. Gaucho is a Buenos Aires-founded brand, and is one of the few luxury fashion brands out of Argentina, offering lifestyle and home décor. They recently expanded from e-commerce to their first retail flagship in Miami. It's what the brand's CEO Scott Mathis says is "a visceral glimpse into our growing portfolio," adding that the brand seeks to create "a global community built on a shared passion for living well, on our estates, through our products and in homes across the world."

Lincoln Road in South Beach is another shopping destination, filled with boutiques, al fresco dining options and major brands, like Zara. "I always love shopping at Zara, it's a European brand with different, unique styles," says Estefania Salinas, a journalist based in Miami.

To Lauren Foster, a trans model and style influencer based in Miami, some of the best boutiques include Fly Boutique "for all things vintage," she says, as well as "Ease on Sunset for simple, chic looks from The Row and Rick Owens." Foster also recommends the Bazaar Project in Coconut Grove. "They have the coolest selection of home décor, gifts, clothes and funky jewelry."

### Shopping Malls

Bal Harbour Shops is the foremost luxury shopping mall in Miami. It is home to an exquisite collection of designer boutiques and department stores set in an open-air tropical garden-like design. It includes boutiques by Alexander McQueen, CH Carolina Herrera, Stella McCartney, Oscar de la Renta, Prada, and Neiman Marcus. "When it comes to



# LINCOLN ROAD'S RETAIL & DINING REINVENTION



April 4, 2022

UMV: 11,520,668

October 3, 2022

UMV: 61,597

March 25, 2022

UMV: 10,809,854

## Miami's 15 Sexiest and Most Scenic Rooftop Bars

Get vibey at romantic hotel lounges, bumping dance clubs, and other lofty urban escapes.

By [Amber Love Bond](#)

Published on 4/4/2022 at 5:06 PM

[VIEW ARTICLE ONLINE](#)



Photo courtesy of Serena at the Moxy

In a city where it always feels like summer, rooftop hanging just makes sense. Weirdly enough, the Magic City didn't totally embrace rooftop living until fairly recently, but now we've got them all over the place. From [hidden South Beach gems](#) to [the trendy streets of Brickell](#), thirsty Miamians now have their pick of sky-high lounges, towering [night clubs](#), and [soaring cantinas](#) stocked with everything from bubbly Cava and happy hour deals to potent Mojitos and zesty [Moscow Mules](#). So grab a group of friends—or finally make plans with [that Hinge match of yours](#)—and check out the 15 most blissfully enjoyable elevated [drinking destinations](#) in South Florida.

## The 13 Most Beautiful Restaurants in Miami

These stunners are worth a visit

While beauty is in the eye of the beholder, there is no doubt that Miami has some of the most beautiful and extravagant restaurants around. From an underwater fantasy world that any mermaid or merman would envy to tropical and jungle oases, these 13 Miami restaurants will appease every taste.

### Chotto Matte Miami

Chotto Matte's Miami Beach location was designed by Andy Martin Architecture and incorporates its signature Nikkei vibe with Miami's tropical and artistic culture. The restaurant features a fully-retractable open ceiling, Shou Sugi Ban stained wood, graphic marble floors, lush greenery, and vibrant murals by Miami graffiti artists Marcel Katz and Ahol Sniff's Glue. Patrons can enjoy a variety of Chotto Matte's popular dishes by ordering the multi-course Nikkei menu, which is also available for vegetarians.

[1666 Lenox Ave. #1664, Miami Beach, FL 33139](#)

[\(305\) 690-0743](#)

[Visit Website](#)



Commercial Real Estate

## Rents up, vacancies down for South Florida retail space

By [Erik Bojnansky](#) — Reporter, South Florida Business Journal

Mar 25, 2022, 2:49pm EDT

[VIEW ARTICLE ONLINE](#)



The rates to rent retail space in Miami-Dade County remain at all-time highs.

[JOCK FISTICK / SOUTH FLORIDA BUSINESS JOURNAL](#)

South Florida retail rents continue to rise, but experts say permitting delays and supply-chain issues could hamper that growth, a Franklin Street broker told the *Business Journal*.

[Carrie Smith](#), senior VP of retail of retail services at Franklin Street, said retail rental rates throughout South Florida increased between 5% to 8% year over year in the four quarter of 2021. By the time



# POP-UPS & EVENTS

## OCEAN DRIVE

## MIAMI TODAY

## Miami Herald

August 8, 2022

UMV: 66,475

### Urbanspace's Iconic NYC Holiday Market Is Coming To Miami This Winter

By: Robert Lovi | August 8, 2022 | Culture Food & Drink Style & Beauty



Exciting things keep happening in Miami, and winter will be no exception. This year, just in time for the holidays, Urbanspace's iconic New York City holiday market is making its first national expansion in Lincoln Road District in Miami Beach. Not only is the Magic City a great winter destination, this new holiday market will continue cementing Miami's reputation as an avant-garde city that doesn't stay behind.

The Urbanspace Lincoln Road Holiday Market will promote the development of the Lincoln Road District by attracting Miami Beach residents and visitors alike to South Florida's premier al fresco shopping and dining destination.

"At a time when Miami is abuzz with growth and expansion, we could not be more thrilled to add to the excitement by creating the most unforgettable holiday experience through the new market on Lincoln Road," said Eldon Scott, President of Urbanspace. "We aim to create spaces where entrepreneurship, community and creativity can flourish and are confident Miami is the ideal locale as our first foray into national expansion of our holiday markets."

September 14, 2022

Circulation: 28,665/ UMV: 32,940



### 12 sculptures by famed French artist to adorn Lincoln Road

By MONIKA CIBREA

A new series of spectacular sculptures by a famed French artist is set to adorn Lincoln Road as the district is seeking an arts and culture post-covid renaissance.

The Lincoln Road Business Improvement District (BID) has commissioned 12 sculptures by Richard Orlinski in the pedestrian promenade in Lincoln Road from the 400 block to the 1100 block from November through April 2023, replacing the 13 Fernando Botero sculptures that were installed in November 2019 through spring 2020.

"This is coming out of covid, the next moment of growth," said Howard Herring, president and CEO of the New World Symphony. "And the Lincoln Road BID is leading the way here. [Richard Orlinski's work] is very bright in nature and in color; each piece is a showstopper."

Lincoln Road is a region in South Florida that is still being made, where any art and culture investment will grant

returns quickly, he said. The New World Symphony is an example of that.

Founded in 1987 by Michael Tilson Thomas and then moved a year later into the Lincoln Theater in Miami Beach until they purchased it in 1990 and began a nearly million-dollar renovation and restoration, the New World Symphony has attracted art and culture fanatics ever since.

Later, the New World Center, designed by Pritzker Prize-winning architect Frank Gehry and opened in 2011, became the New World Symphony's home and a campus for music education and world-class performance, bringing in the Miami City Ballet, which began life on Lincoln Road in 1985.

"And the restaurants followed the culture, and the retail followed the restaurants, and property values rise as people loved Art Deco, and then Art Basel got here," said Mr. Herring.

The Peekaboo Art Galleries is another example of growth in arts and culture in

Lincoln Road. It is the next generation of visual artists in South Florida, said Mr. Herring. "We've got 12 studios with artists at work there, plus their galleries."

The New World Symphony also produces WALLCAST Concerts, outdoor live classical music performances at Sound Scape Park on a 7,000-square-foot projection wall at the New World Center. The monthly concerts attract about 2,000 people apiece. "They're coming to enjoy the beauty of South Florida's evenings," said Mr. Herring, "and to enjoy the New World Symphony at a high-level sight and sound. It is not just music; it is the nature of a presentation."

A survey by the New World Symphony showed that 40% of the WALLCAST audience included Lincoln Road-area residents, "which is to me an indicator that culture can indeed lift a neighborhood," Mr. Herring said.

Additionally, the Lincoln Road BID is partnering with New York-based firm AEA Consulting to set a strategy to identify the

kinds of artists and performers visitors would like to see for visual arts, theater, music and poetry, said Mr. Herring. The strategy would be finished by the end of autumn, take effect in spring 2023, and "take full advantage of the artists of South Florida, which is the most exciting part."

Adrian Ellis, who founded the firm in 1990, is also the head of the Global Cultural Districts Network, of which Lincoln Road is part. "He's gained a tremendous amount of experience in building strategies and analyzing the results of those strategies," said Mr. Herring. "So, he's going to interview stakeholders, really get a feel for South Florida and specifically for Lincoln Road."

People visit Lincoln Road in a casual setting, he added, "but if they can also be invited to an artistic and cultural event, all the better. So, we have to understand the casual nature of the road, identify which sophisticated artistic names [to bring] when we put the strategy together and then create the program."

May 7, 2022

UMV: 4,906,313

### Formula 1 race fans head to South Beach for concerts and cars ahead of Miami Grand Prix

BY MARTIN VASSOLO UPDATED MAY 07, 2022 8:33 AM  
VIEW ARTICLE ONLINE



Play Video Duration 1:09

Take a look at the Formula 1 fan festival in South Beach Take a look at FTX off the grid, is a three-day city-sponsored weekend festival in South Beach. Miami Grand Prix kicked off on May 6, 2022 with practice sessions at Hard Rock Stadium. BY PEDRO PORTAL

As the Miami Grand Prix kicked off Friday with practice sessions at Hard Rock Stadium, Formula 1 fans gathered on the sands of South Beach for a festival featuring car displays, simulation racing and an appearance by a former Miami Heat star. The FTX Off the Grid event, a three-day city-sponsored weekend festival between Sixth and Ninth Streets on the beach, launched Friday afternoon with a crowd of race fans eager to celebrate the first Formula 1 race in the Miami area. The event was co-hosted by the Mercedes AMG Petronas F1 Team, which displayed an authentic car the team raced last year with former driver Valtteri Bottas and a replica 2022 car designed by artist Mad Dog Jones.



# ARTS & CULTURE



September 20, 2022

UMV: 2,092,783

## Dance Intermingles With Miami Beach's Public Art for "Freeze Frame"



All the world may be a stage, but when performing beyond theaters, dancers still need a good foothold. They'll certainly get that — plus the spurs of live music and evocative sculptures to interact with — in "Freeze Frame," a triad of works set to animate public-art spots throughout South Beach.

The events, with choreography from Dance Now! Miami's codirector Hannah Baumgarten, music direction from Aleksandar Djuric, and production design by Bruce F. Brown, in cooperation with Miami Arts Charter School, bring the pleasures and particularities of site-specific dance to Collins Canal Park (on the north side of the Convention Center), Pride Park (across from the Center), and 1111 Plaza on Lincoln Road. Onsite performances are Thursday, September 22, and Thursday, September 29.

At each location, whimsical installations by contemporary artists turn the urban scene into a playground for the eyes and — in the case of "Freeze Frame" dancers — for exploratory bodies.

Not just from her choreographer's perspective but as a longtime South Florida resident, Baumgarten wants the performances to celebrate Miami Beach's investment in making art accessible in public places, an invitation to turn people's wandering into wonder.

"These sculptures are really a coup for the city," Baumgarten says. "When I started seeing them going up, I got very excited and went just to spend time resonating with them."

To "Freeze Frame," Baumgarten adds the label "migrating spaces." Audiences move from site to site on the trail of three performances, each eight to twelve minutes long and presented twice. To a degree, the setup allows onlookers, within a two-and-a-half-hour frame, to fashion their own viewing experience. This factors in time for a leisurely progression that may include snack breaks and even a visit to the nearby Miami Beach Botanical Garden.

The Miami Beach OnStage encore presentation of "Freeze Frame," funded by the State of Florida last year, continues the choreographer's career-long journey through site-specific creations. Baumgarten says that she's been involved with "this kind of work" since she was a student at the Juilliard School in New York.

"Putting performances on anywhere, anytime supports my belief art can be democratic."



July 18, 2022

UMV: 2,834,661

## 15 Top Museums in Miami

Take a break from the beach by exploring one of these top-notch Miami museums.

By Alissa Grisler

There's more to the Magic City than bright lights and beautiful beaches. Home to an innovative arts scene and rich cultural heritage, [Miami](#) boasts world-class museums that are an essential part of any South Florida itinerary. Here, you will find everything from renowned contemporary art galleries to state-of-the-art scientific institutions. To help you decide which exhibit is right for you, U.S. News evaluated expert and user opinions to bring you the top museums in Miami. Read on to start planning your trip.

(Note: Some of the following locations may be affected by the coronavirus outbreak. New policies may be in place, including capacity restrictions, reservation requirements or mask mandates. Check with the Centers for Disease Control and Prevention, the U.S. Department of State and local tourism boards before traveling.)

### Museum of Illusions



Not many people can say they've scaled a skyscraper, fought off a dragon or flown on a magic carpet ride. Neither can you, but your Instagram followers don't need to know that. Located in the bustling city of Miami Beach, the Museum of Illusions offers an interactive optical experience that is perfect for adults and children alike. Strike a pose in front of more than 40 3D illusions, or head to the "Smash It!" room, where visitors are encouraged to blow off some steam by throwing and breaking plates in a safe setting. Guests — who must be 12 or older — are provided markers to personalize three plates with whatever negative energy they want to release. Admission to the "Smash It!" room is separate from general admission to the Museum of Illusions, but combo tickets are available, as well as special VIP packages.

Address: 536 Lincoln Road, Miami Beach, FL 33139



June 18, 2022

UMV: 6.2 M

## 5 Must-See Buildings in Miami's Art Deco District

By MARIETTE WILLIAMS, M.S.



Along with having some of the most beautiful beaches in the country, Miami is also one of the most architecturally interesting cities in America. The South Florida area specifically has one of the highest concentrations of art deco buildings in the world with over 800 designated historic structures, according to the Greater Miami Convention and Visitors Bureau.

The art deco architectural style originated in the 1920s during the Great Depression, and some of the key characteristics of the aesthetic are pastel colors, geometric shapes like circles and squares, and neon lighting. In Miami, art deco decor took off between the 1920s and 1940s, and in 1979, the city's Art Deco Historic District was placed on the National Register of Historic Places.

Covering just one square mile, the Art Deco District is filled with hotels, art museums, and theaters that act as symbols of the signature style. To fully appreciate this design and architecture movement, check out these five buildings on your next trip to the Magic City.

### Miami Beach U.S. Post Office

Designed in 1937 by Chicago architect Howard Lovewell Cheney, per the Society of Architectural





# CULTURAL HAPPENINGS



**NU DECO ENSEMBLE  
FEATURING ANGELIQUE KUDJO"  
OCT 7<sup>TH</sup> AND 8<sup>TH</sup> '22**





RICHARD ORLINSKI  
"OUTSIDE THE BOX"  
NOV '22-MAR '23



RICHARD ORLINSKI  
OURS DESOUST - BLANC BRILLANT

LINCOLN RD



KEITH HARING + CITY KIDS  
"SPEAK ON LIBERTY"  
NOV '22-JAN '23







# LINCOLN ROAD PROGRAMMING





## LRBID Activations 2022/2023

- ▶ **Richard Orlinski** November 2022 – March 2023
- ▶ **KEITH HARING + CITYKIDS** Nov'22 – Jan '23
- ▶ **#LiveOnLincoln** free, live music
- ▶ **Peekaboo Studios**
- ▶ **South Beach Jazz Festival** – Jan 5-8, '23

# COMMUNITY EVENTS





## LRBID Activation Highlights 2022/2023

- ▶ **UrbanSpace-Holiday Market - 54 Vendors**
- ▶ Antique Market & Farmer's Market
- ▶ Salty Donut weekend pop up
- ▶ Open Tango Milongas
- ▶ Make Music Day
- ▶ Miami Pride Day

# COMMUNITY EVENTS





Holiday Celebration from November - January

- ▶ A 30-foot Majestic Mountain Pine Christmas Tree
- ▶ Holiday Parade with Stilt Walkers to Welcome Santa to
- ▶ The Traditional shell Menorah and Hannukah celebration
- ▶ Santa's Cabana Instagrammable moment with a Tropical Santa
- ▶ MBHS Marching Band in December

## HOLIDAY EVENTS





## Free Weekly Wellness Events

- ▶ **Free yoga** Sundays
- ▶ **Zumba** (sponsored by Baptist Health South Florida) on Tuesday evenings
- ▶ **Boot Camp** Saturdays

# WELLNESS EVENTS





240 Hours of services weekly

Ambassadors interact with customers, clean, document, and liaison with tenants and city employees.

# AMBASSADORS





City of Miami Beach Partners:

Focused coordination, marketing and advertising efforts on the reopening of **Miami Beach Convention Center**

Supported the City's effort toward passing the much-needed **GO Bonds** and the **Convention Center Hotel**

Continuing efforts with the city of Miami Beach to coordinate the **James Corner Field Projects** Lincoln Road Renovation

# PARTNERSHIPS





## LRBID & City of Miami Beach Capital Projects

### WHAT IS HAPPENING NOW

▶ The design team is:

- Analyzing existing conditions
- Coordinating with the construction manager and city departments
- Revising the plans

▶ The construction manager has commenced with evaluating:

- The construction cost
- The project scheduling and phasing
- What components can commence before other components
- Working with the design team on how to best implement components
- How to minimize the impact to the tenants

## JAMES CORNER FIELD PROJECT





FAIRCHILD®

TROPICAL BOTANIC GARDEN

---

ON LINCOLN ROAD

1,000 Orchids installed with the help of Fairchild Tropical Botanical Gardens and Sponsored by Stephen Bittell and Terranova Corporation

**INSTALLATION**



COLONY

THANKS

NU DECO ENSEMBLE OCT 7 & 8  
FT. ANGELO KIDJO  
ELIAN OCT 27 - NOV 20 MIAMINEWDrama.ORG

LINCOLN RD  
LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT

Segafredo  
ESPRESSO

EXTRAORDINARY  
STORIES AWAIT  
miaminewdrama.org

2022-23  
SEASON!  
MAY 9 - APR 2, 2023

2022-23  
SEASON!  
MAY 4 - FEB 2023

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TICKETS  
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LINCOLN RD  
BECOME A MEMBER TODAY!

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