

A low-angle photograph of the Lincoln Theatre building, a white Art Deco structure with rounded balconies and large windows. Several tall palm trees with thick, textured trunks are in the foreground, reaching towards the sky. The sky is a clear, bright blue. The text "LINCOLN RD" is overlaid in large, white, sans-serif capital letters across the center of the image.

LINCOLN RD

LIN

THEATRE



Welcome to the vibrant heart of Miami Beach—**Lincoln Rd**—a dynamic fusion of **retail**, **lifestyle**, and **culture**, boasting over 200 restaurants, cafés, shops, galleries, and more. In 2024, Lincoln Road became South Florida's top open-air destination, attracting over **10.8 million visitors**. It's where locals and visitors come together to experience the vibrant spirit of Miami Beach and its cosmopolitan charm.

Shoppers will find global brands like Nike, Anthropologie, Zara, Adidas, Mango and H&M, alongside a curated mix of unique boutiques.

Cultural lovers will find refuge in the Lincoln Road District, home to the **New World Symphony**, **Colony Theatre**, **Oolite Arts** and other galleries. Just steps away, the **Miami Beach Convention Center** hosts world-class events like **Art Basel Miami Beach** every December.

Join us in the beating heart of Miami Beach—where every corner pulsates with excitement and every moment is a celebration of the city's vibrant spirit.

[lincolnrd.com](https://lincolnrd.com) | [@lincolnrd](https://www.instagram.com/lincolnrd)



Picture this: your event unfolding along the bustling, iconic streets of Lincoln Road, the pulsing heart of Miami Beach's cultural scene.

Whether it's a brand activation, a public gathering, or an exclusive soirée, Lincoln Road is your playground—and the Lincoln Road Business Improvement District (BID) is your expert guide.

We're the pulse of the District, dedicated to its promotion, management, and vibrant allure. With intimate knowledge of the area's venues, restaurants, and hotels, we'll match your event's vibe seamlessly.

Dive into our ongoing lineup of events, from our Farmer's and Antiques Market and Community Yoga on Sundays to Bootcamp with Tony Thomas on Saturdays. Lincoln Road beckons locals and tourists alike, ensuring your event is part of the city's vibrant tapestry.





Welcome to the vibrant heart of Miami Beach—**Lincoln Rd**—a dynamic fusion of retail, lifestyle, and culture, attracting **over 10.8 million visitors** in 2024. With over 200 restaurants, cafés, shops, and galleries, it's where locals and visitors come together to experience the lively spirit and cosmopolitan charm of the city.

Shop global brands like Nike, Anthropologie, Zara, Mango, and H&M, alongside unique boutiques. Explore cultural gems like the **New World Symphony, Colony Theatre, Oolite Arts**, and nearby galleries. Just steps away, the **Miami Beach Convention Center** hosts world-renowned events like **Art Basel Miami Beach** every December.

Now, picture your event on this iconic street. Whether it's a **brand activation, public gathering, or exclusive soirée**, Lincoln Road is the perfect venue—and the Lincoln Road Business Improvement District (BID) is your guide. From venue recommendations to managing permits with ease, we'll handle the details.

With events like block parties, fitness classes, farmers and antique markets, and rotating public art installations, Lincoln Road is constantly buzzing with energy. Its dynamic atmosphere draws both locals and visitors, making it the perfect place for your event to become part of Miami Beach's vibrant pulse.





# WHY WE ARE YOUR NEXT VENUE



Imagine having your event in the center of one of the most iconic streets in the world!

- Eight blocks of unique pedestrian-only streetscapes, lush vegetation, unique architecture, fountains and follies.
- From intimate locations to street events that can welcome thousands, we have the flexibility to fit your needs.
- We have a special events master permit with the City of Miami Beach.
- Nearby all of Miami Beach's major cultural institutions, including New World Center, The Fillmore Miami Beach, Colony Theatre, Miami Beach Convention Center and Miami Beach Botanical Gardens.
- Top hotels within walking distance, including The Ritz-Carlton, Sagamore and Loews Miami Beach.

- Special noise permits and sidewalk space for pop-up bars and food stations.
- Surrounded by the magic and diversity of Miami Beach.
- Numerous F&B options—from fine dining restaurants to cafés
- Dozens of public parking options available.





# CASE STUDIES





# CASE STUDY: SOL DE JANEIRO



Transported to the vibrant streets of Brazil, skincare sensation **Sol de Janeiro** graced Lincoln Road with its festival activation. Known for its luxurious Brazilian beauty products, Sol de Janeiro drew crowds of **over 3,000 visitors** during the exhilarating **two-day event**.

From influencers to locals, families, and curious passersby, everyone was captivated by the brand's mobile unit, where complimentary samples of their beloved lotions awaited. But the excitement didn't stop there—guests indulged in Instagram-worthy photo opportunities and savored free branded popsicles, adding a sweet touch to the festivities.

In a **strategic partnership** with **Sephora**, Sol de Janeiro encouraged guests to explore the beauty store, igniting additional product sales and leaving shelves bare of freebies on both days. The activation proved to be a resounding success, generating buzz and skyrocketing sales, all while creating unforgettable memories on the iconic streets of Lincoln Road.





# CASE STUDY: JO MALONE LONDON



**Jo Malone London** took over the Euclid Oval & Folly, transforming it into a sun-kissed oasis to celebrate the launch of their newest solar floral fragrance, Frangipani Flower. Exclusive to Jo Malone London and Sephora, this captivating scent experience drew visitors into a world of sensory delight.

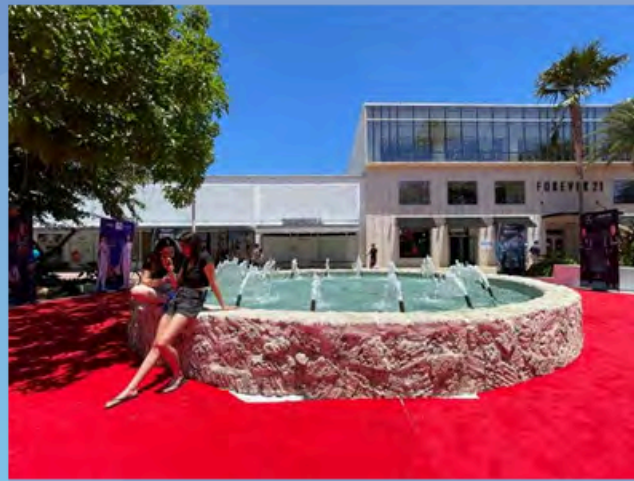
Guests indulged in a scent-filled adventure, complete with games, surprises, and refreshing frozen treats courtesy of **Mammamia Gelato**, a beloved Lincoln Road establishment. But the fun didn't stop there! Through strategic cross-promotion, attendees were enticed to discover more at **Sephora**, just a block away, where they enjoyed special discounts and exclusive giveaways redeemable only on Lincoln Road.

Despite weather challenges, this event was a resounding success, attracting **over 3,000 visitors** across three unforgettable days.





# CASE STUDY: RACING MIAMI



Amidst the frenzy of **Grand Prix Week, Racing Miami**, a celebrated fixture on Lincoln Road, transformed the 700 block into a vibrant **Formula One** playground.

Attendees indulged in purchasing sought-after Formula One memorabilia and snapped photos with their beloved drivers (even if they were cardboard cut-outs).

This electrifying **5-day extravaganza** attracted **over 4,000 visitors**.





# CASE STUDY: SMORGASBURG MIAMI



In collaboration with the Lincoln Road Business Improvement District, **Smorgasburg Miami** hosted an exhilarating **weekly outdoor food market** every Friday from 5:30 p.m. to 10:30 p.m. on the 1100 block of Lincoln Road, spanning from March 2023 to April 2024.

This engaging event rekindled the spirit of the locals, drawing them back to Lincoln Road week after week for an unforgettable culinary and entertainment experience that spanned over a year. Visitors relished in the vibrant atmosphere, complete with full bars, live music, engaging entertainment, and a diverse selection of 15+ top-notch food vendors from across Miami.

This weekly extravaganza drew in an impressive crowd of between **2,000-3,000 visitors per week**, culminating in well over 100,000 attendees throughout the entirety of the series.





# CASE STUDY: SHEIN + KLARNA



**SHEIN** and **Klarna** took Lincoln Road by storm with their exclusive pop-up during their US tour, bringing savings and style to shoppers in one vibrant location! The mobile pop-up became a hotspot for fashion aficionados, offering a treasure trove of products and exciting giveaways, including SHEIN gift cards and free merchandise.

Please note that while the event was a hub of excitement and engagement, no on-site sales transactions were conducted. Nevertheless, the buzz surrounding this **3-day extravaganza** drew in **over 2,500 visitors**, making it a resounding success!





# CASE STUDY: EMERGE AMERICAS



**eMerge Americas** marked its monumental 10th anniversary with a spectacular **all-access block party** extravaganza on the vibrant streets of Lincoln Road! Commandeering the Euclid Oval, they transformed this iconic Miami street into the ultimate party zone exclusively for attendees of the eMerge Americas convention.

With multiple bars dotting the landscape and a lineup of lively entertainers, the atmosphere crackled with excitement throughout the evening. From captivating performances to endless networking opportunities, it was an evening brimming with positive vibes and celebration in honor of eMerge Americas' milestone anniversary! This exclusive affair drew in **over 4,000 guests**, solidifying its place as a highlight of the convention's festivities.





# CASE STUDY: CASH APP BITCOIN MARKET



The 1100 block of Lincoln Road transformed into a bustling marketplace with a cutting-edge **Bitcoin** twist, courtesy of **Cash App**. It was an event like no other, blending tradition with innovation to create an unforgettable experience.

As visitors stepped into the marketplace, they were greeted with a unique opportunity: Bitcoin to spend at their leisure! From browsing the latest trends at vendors like **Lyrical Lemonade** and **Futurmood** to discovering hidden gems at **Luar** and **Vacation Inc.**, the options were endless.

But that's not all—guests also indulged in the finest brews at **Panther Coffee**, pampered themselves at **Vanity Projects**, and savored local culinary delights from our array of food vendors.

In just one exhilarating day, this brand activation attracted nearly **5,000 visitors**, igniting excitement and sparking conversations about the future of finance and commerce.







# OUTDOOR ACTIVATION SITES





400 BLOCK





500 BLOCK





# 600 BLOCK - EUCLID OVAL





# 600 BLOCK - EUCLID FOLLY





# 700 BLOCK – FOUNTAIN





# 700 BLOCK





# 700 BLOCK





# 800 BLOCK – SOUTH SIDE





# 800 BLOCK – NORTH SIDE





# 900 BLOCK





1000 BLOCK





# 1000 BLOCK





1100 BLOCK





# 1100 BLOCK





# PERMIT FEES

## LINCOLN ROAD IN-STORE POP-UP GUIDE

Pop-up venue (in-store) permits are issued for vacant retail spaces that can be used on a temporary basis to promote and sell products of all types, ranging from food and beverage, clothing, or unique gifts. The pop-up permit is good for up to 90 days of activation. It takes 14 days to process with complete application, inclusive of all required documents. The cost of the permit is \$286. Requests less than 14 days from the start date will incur a \$286 late fee in which permit issuance is not guaranteed. All permits are subject to review/approval from code compliance and the fire department.

## LINCOLN ROAD OUTDOOR ACTIVATION GUIDE

Special event permits are issued for events on public property and can range from brand activations, community events, concerts, markets and art installations, among others. The Lincoln Road BID helps facilitate this permitting process. The process is subject to review and approval from various city departments. This can include neighborhood review, fire approval, building, public works and staffing of city services such as police, fire and parking, among other requirements specific to the event (if applicable).

## SPECIAL EVENT PERMIT FEES

Depending on the scope of each special event, permitting fees can vary and are contingent upon the types of permits and level of review required for your event. Below is general list of what kinds of permits and fees are considered when reviewing applications:

- Temporary Sampling Permit
- Special Event Permit
- Right of Way Permit
- Building Permit
- Staffing for Fire and/or Police
- LRBID Management Fee

[Click here for additional permitting information.](#)

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An aerial photograph of a lively boardwalk, likely in Miami. The scene is filled with tall palm trees and a prominent black and white striped pattern on the ground. A mini-golf course with a green mat and blue poles is visible in the foreground. To the left, there are red awnings over outdoor seating areas. On the right, a curved building with large windows and the word 'Mallin' is visible. People are walking along the boardwalk, and the overall atmosphere is bright and sunny.

# CONTACT US

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