

**Lincoln Road Business Improvement District
Executive Committee Meeting
Thursday, December 12, 2024
9:30 a.m. – 11:00 a.m.**

In Person

New World Center, 500 17th Street, Miami Beach, Florida 33139, 4th Floor Conference Room

Join Zoom Meeting

<https://zoom.us/j/4744547055?pwd=YXo1TmUrR0ZNMmJYNiVLZVVEVjcZz09>

Meeting ID: 474 454 7055

Password: 808879

Call-in: +1 301-715-8592

AGENDA

I. WELCOME/INTRODUCTIONS/ROLL CALL

II. DISCUSSION OF BID FINANCES

- a. Financial Review as of November 30, 2024

III. APPROVAL ITEMS

- a. Minutes from: Thursday, September 12, 2024, Executive Committee Meeting
- b. 420 Lincoln Road - Letter of Support
- c. O, Miami Creative Services

IV. GENERAL AGENDA ITEMS

- a. Welcome Newly Elected Board Members
- b. December & January Programming
- c. Public Art
 - i. Gillie & Marc
 - ii. Bram Reijnders, *The Great Deflator*
 - iii. Duck World
- d. LR BID Renewal Update
- e. Art in Storefronts Program

V. NEW BUSINESS

VI. MEETING ADJOURNED

Next Executive Committee meeting: TBA

Next Board of Directors meeting: TBA

Financial Review

LINCOLN RD





Monthly Financial Report

Lincoln Road Business Improvement District
November 2024

Basis of Preparation

This report is prepared solely for the confidential use of Lincoln Road Business Improvement District. In the preparation of this report Steven J Henriquez CPA LLC has relied upon the unaudited financial and non-financial information provided to them. The analysis and report must not be recited or referred to in whole or in part in any other document. The analysis and report must not be made available, copied or recited to any other party without our express written permission. Steven J Henriquez CPA LLC neither owes nor accepts any duty to any other party and shall not be liable for any loss, damage or expense of whatsoever nature which is caused by their reliance on the report or the analysis contained herein.

Financial Statements

BALANCE SHEET		Nov 2024
ASSETS		
Cash & Equivalents		
Checking (3874)		\$892,353
Accounts Receivable		
Accounts Receivable		\$554,158
Other Current Assets		
Prepaid Expense		\$7,878
Total Current Assets		\$1,454,389
Fixed Assets		
Accumulated Depreciation		(\$15,042)
Equipment and Furniture		\$16,605
Total Fixed Assets		\$1,563
Intangible Assets		
Domain Purchase		\$130,000
Accumulated Amortization (Domain)		(\$16,611)
Total Intangible Assets		\$113,389
Investments or Other Non-Current Assets		
Accumulated Amort. ROU		(\$97,594)
ROU Asset		\$103,192
Total Investments or Other Non-Current Assets		\$5,598
Total Non-Current Assets		\$120,550
Total Assets		\$1,574,938
LIABILITIES		
Accounts Payable		
Accounts Payable		\$39,249
Other Current Liabilities		
Accrued Compensated Absences		\$10,942
Total Current Liabilities		\$50,191
Other Non-Current Liabilities		
Lease Liability		\$5,782
Total Non-Current Liabilities		\$5,782
Total Liabilities		\$55,973
EQUITY		
Retained Earnings		
Retained Earnings		\$653,513
Current Earnings		
Net Income		\$865,453
Total Equity		\$1,518,965
Total Liabilities & Equity		\$1,574,938

Budget to Actuals

Budget to Actuals

PROFIT & LOSS	Nov 2024	Budget (Nov 2024)	This month vs budget (\$)	This month vs budget (%)
Revenue				
Ambassador Service Income	\$13,333	\$13,333	\$0	0.00%
Other Income	\$2,500	\$0	\$2,500	-
Total Revenue	\$15,833	\$13,333	\$2,500	18.75%
Expenses				
General & Admin				
Rentals and Leases				
Equipment & Software	\$991	\$883	\$108	12.22%
Rent Expense	\$2,985	\$3,000	(\$15)	-0.50%
Total Rentals and Leases	\$3,976	\$3,883	\$93	2.40%
Office Supplies	\$103	\$250	(\$147)	-58.79%
Parking & Auto Expense	\$302	\$305	(\$3)	-0.98%
Memberships & Subs	\$4	\$750	(\$746)	-99.47%
Bank Service Charges & Fees	\$156	\$75	\$81	107.79%
Wire transfer fees to City	\$5	\$10	(\$5)	-50.00%
Travel and Entertainment				
Postage and Deliveries	\$350	\$1,200	(\$850)	-70.83%
Meeting Expenses				
Annual Meeting	\$5,290	\$4,000	\$1,290	32.25%
Meeting Expenses	\$152	\$200	(\$48)	-23.89%
Communications Services				
Email Fax Service	\$39	\$36	\$3	7.75%
Telephone/Internet Service	\$334	\$350	(\$16)	-4.66%
Total Communications Services	\$372	\$386	(\$14)	-3.50%
Total General & Admin	\$10,711	\$11,059	(\$348)	-3.15%
BID Services & Programs				
Block by Block	\$30,951	\$30,950	\$1	0.00%
Contingency	\$5,498	\$5,000	\$498	9.96%
Event Production	\$123,356	\$142,900	(\$19,545)	-13.68%
Total BID Services & Programs	\$159,804	\$178,850	(\$19,046)	-10.65%
Insurance Expense				
Insurance/Officer-Directors	\$0	\$142	(\$142)	-100.00%
Liability Insurance	\$787	\$783	\$4	0.47%
Premises Insurance	\$1,690	\$42	\$1,648	3,924.67%
Total Insurance Expense	\$2,477	\$967	\$1,510	156.19%
Marketing & Advertising				
Advertising Online	\$4,288	\$4,080	\$208	5.09%
Digital Agency Retainer	\$3,500	\$3,500	\$0	0.00%
Advertising Print Media	\$0	\$1,000	(\$1,000)	-100.00%
Social Media	\$6,000	\$6,000	\$0	0.00%
Photography	\$0	\$1,000	(\$1,000)	-100.00%
Printing	\$13	\$1,000	(\$987)	-98.70%
Sponsorships	\$20,000	\$0	\$20,000	-
Total Marketing & Advertising	\$33,801	\$16,580	\$17,221	103.86%
Office Expenses				

Budget to Actuals

	Nov 2024	Budget (Nov 2024)	This month vs budget (\$)	This month vs budget (%)
Prof Accounting Fees				
Accounting/Consulting Fees	\$650	\$650	\$0	0.00%
Audit & Tax Prep Fees	\$5,000	\$6,750	(\$1,750)	-25.93%
Total Prof Accounting Fees	\$5,650	\$7,400	(\$1,750)	-23.65%
Professional Services				
Public Relations	\$8,500	\$8,500	\$0	0.00%
Consulting Fees	\$14,079	\$14,006	\$73	0.52%
Legal Fees & Govt Affairs	\$0	\$3,000	(\$3,000)	-100.00%
Total Professional Services	\$22,579	\$25,506	(\$2,927)	-11.48%
Total Office Expenses	\$28,229	\$32,906	(\$4,677)	-14.21%
Payroll Expenses				
Executive Director Payroll	\$14,163	\$14,163	\$0	0.00%
Health Insurance	\$1,644	\$1,780	(\$136)	-7.63%
Payroll Fees & Expenses	\$270	\$275	(\$5)	-1.88%
Payroll Taxes	\$1,664	\$1,664	\$0	0.00%
Staff Assistant Payroll	\$7,586	\$7,586	\$0	0.00%
Workers Comp Expenses	\$61	\$75	(\$14)	-18.80%
Total Payroll Expenses	\$25,387	\$25,542	(\$155)	-0.61%
Total Expenses	\$260,409	\$265,904	(\$5,495)	-2.07%
Operating Profit	(\$244,576)	(\$252,571)	\$7,995	3.17%
Other Expenses				
Other Expenses				
Amortization Expense	\$722	\$725	(\$3)	-0.38%
Earnings Before Interest & Tax	(\$245,298)	(\$253,296)	\$7,998	3.16%
Net Income	(\$245,298)	(\$253,296)	\$7,998	3.16%

Budget to Actuals

PROFIT & LOSS	2024/2025 (YTD)	Budget (YTD)	This year vs budget (\$ YTD)	This year vs budget (% YTD)
Revenue				
Ambassador Service Income	\$26,667	\$26,667	\$0	0.00%
Assessment Fees/Taxes				
Deferred Revenue	\$1,410,736	\$1,425,000	(\$14,264)	-1.00%
Other Income	\$2,500	\$0	\$2,500	-
Reimbursable Expenses Income	\$25,000	\$0	\$25,000	-
Total Revenue	\$1,464,902	\$1,451,667	\$13,236	0.91%
Expenses				
General & Admin				
Rentals and Leases				
Equipment & Software	\$2,899	\$2,705	\$194	7.16%
Rent Expense	\$5,970	\$6,000	(\$30)	-0.50%
Total Rentals and Leases	\$8,869	\$8,705	\$164	1.88%
Office Supplies	\$412	\$500	(\$88)	-17.61%
Parking & Auto Expense	\$604	\$610	(\$6)	-0.98%
Business Licenses and Permits	\$51	\$0	\$51	-
Memberships & Subs	\$153	\$1,240	(\$1,087)	-87.64%
Bank Service Charges & Fees	\$207	\$150	\$57	38.12%
Florida Dept. of State Annual Report	\$175	\$0	\$175	-
Wire transfer fees to City	\$10	\$20	(\$10)	-50.00%
Travel and Entertainment				
Postage and Deliveries	\$350	\$1,300	(\$950)	-73.08%
Meeting Expenses				
Annual Meeting	\$5,586	\$4,000	\$1,586	39.64%
Meeting Expenses	\$462	\$500	(\$38)	-7.54%
Communications Services				
Email Fax Service	\$78	\$72	\$6	7.75%
Telephone/Internet Service	\$667	\$700	(\$33)	-4.66%
Total Communications Services	\$745	\$772	(\$27)	-3.50%
Total General & Admin	\$17,625	\$17,797	(\$172)	-0.97%
BID Services & Programs				
Block by Block	\$61,901	\$61,900	\$1	0.00%
Contingency	\$5,498	\$10,000	(\$4,502)	-45.02%
Event Production	\$341,268	\$300,600	\$40,668	13.53%
Total BID Services & Programs	\$408,667	\$372,500	\$36,167	9.71%
Insurance Expense				
Insurance/Officer-Directors	\$1,697	\$283	\$1,413	498.86%
Liability Insurance	\$1,574	\$1,567	\$7	0.47%
Premises Insurance	\$1,690	\$84	\$1,606	1,912.33%
Total Insurance Expense	\$4,961	\$1,934	\$3,027	156.52%
Marketing & Advertising				
Advertising Online	\$8,766	\$8,160	\$606	7.43%
Digital Agency Retainer	\$7,000	\$7,000	\$0	0.00%
Advertising Print Media	\$0	\$2,000	(\$2,000)	-100.00%
Social Media	\$12,000	\$12,000	\$0	0.00%
Pedestrian Data	\$16,800	\$18,500	(\$1,700)	-9.19%
Photography	\$0	\$2,000	(\$2,000)	-100.00%
Printing	\$26	\$2,000	(\$1,974)	-98.70%
Sponsorships	\$20,000	\$20,000	\$0	0.00%

Budget to Actuals

	2024/2025 (YTD)	Budget (YTD)	This year vs budget (\$ YTD)	This year vs budget (% YTD)
Total Marketing & Advertising	\$64,592	\$71,660	(\$7,068)	-9.86%
Office Expenses				
Prof Accounting Fees				
Accounting/Consulting Fees	\$1,300	\$1,300	\$0	0.00%
Audit & Tax Prep Fees	\$5,000	\$13,500	(\$8,500)	-62.96%
Total Prof Accounting Fees	\$6,300	\$14,800	(\$8,500)	-57.43%
Professional Services				
Public Relations	\$17,000	\$17,000	\$0	0.00%
Consulting Fees	\$28,086	\$28,013	\$73	0.26%
Legal Fees & Govt Affairs	\$0	\$6,000	(\$6,000)	-100.00%
Total Professional Services	\$45,086	\$51,013	(\$5,927)	-11.62%
Total Office Expenses	\$51,386	\$65,813	(\$14,427)	-21.92%
Payroll Expenses				
Executive Director Payroll	\$28,325	\$28,325	\$0	0.00%
Health Insurance	\$3,288	\$3,560	(\$272)	-7.63%
Payroll Fees & Expenses	\$540	\$550	(\$10)	-1.88%
Payroll Taxes	\$3,328	\$3,328	\$0	0.00%
Staff Assistant Payroll	\$15,172	\$15,172	\$0	0.00%
Workers Comp Expenses	\$122	\$150	(\$28)	-18.80%
Total Payroll Expenses	\$50,774	\$51,084	(\$310)	-0.61%
Total Expenses	\$598,005	\$580,788	\$17,217	2.96%
Operating Profit	\$866,897	\$870,879	(\$3,981)	-0.46%
Other Expenses				
Other Expenses				
Amortization Expense	\$1,444	\$1,450	(\$6)	-0.38%
Earnings Before Interest & Tax	\$865,453	\$869,429	(\$3,976)	-0.46%
Net Income	\$865,453	\$869,429	(\$3,976)	-0.46%

Meeting Minutes

LINCOLN RD



**Lincoln Road Business Improvement District
Executive Committee Summary Meeting Minutes
Thursday, September 12, 2024
9:30 a.m. – 11:00 a.m.**

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**MEETING CONDUCTED WITH IN-PERSON QUORUM
AND VIA TELECONFERENCE SUMMARY MINUTES
(recording available upon request)**

In-Person

Anabel Llopis, Executive Director
Natalie Mejia, Staff
Lyle Stern, President
Mindy McIlroy, Vice President
David Herzberg, Member at Large
Maria Stead, Board Member
Freddie Peterson, Ex Officio Board Member
Claudia Jagid, District Consulting

Virtual

Clifford Stein, Property Owner
Jay Chaves, Property Manager
Vicki Freeman, Comras
Michel Hausmann, Miami New Drama
Yuri Rebello, New World Symphony
Elba Machado, V&E Restaurant Group
Joe Magazine, City of Miami Beach Commissioner
Luis Atencio, Aide to Commissioner Joe Magazine
Diana Fontani, City of Miami Beach
Heather Shaw, City of Miami Beach
Francisco Garcia, City of Miami Beach
Daniel Azuri, City of Miami Beach
Charles Premdas, City of Miami Beach
Lauren Firtel, City of Miami Beach
Paul Savage, Bercow Radell Fernandez Larkin + Tapanes
Mehdi Khachani, Sunny Bliss Plumbing & Air
Paul Gomez, Dana Agency
Francesca Morgan, Dana Agency
“Adan”

AGENDA

I. WELCOME/INTRODUCTIONS/ROLL CALL

II. DISCUSSION OF BID FINANCES

- a. Anabel Llopis presented a financial Review as of August 31, 2024

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III. GENERAL AGENDA ITEMS

- a. Michelle Hausmann, the Artistic Director of Miami New Drama, provided an update on the upcoming "Lincoln Road Hustle" show. This immersive, site-specific production will be staged across multiple locations on Lincoln Road, with the audience experiencing the performance through headphones. The group discussed logistical challenges, such as coordinating with the Sunday antique market, and reviewed sponsorship opportunities.
- b. The group discussed the successful "Business Now" event held at the Lincoln Eatery and hosted by Terranova, which focused on the revitalization of Miami Beach. The event was well-attended and generated positive media coverage highlighting the growth and development happening on Lincoln Road.
- c. Claudia Jagid and Lyle Stern provided a brief update on the Lincoln Road Outdoor Seating program, which the BID is coordinating with the City of Miami Beach to support grab-and-go eateries on Lincoln Road without traditional table service. The group discusses the importance of this initiative in creating an active, vibrant streetscape.
- d. Anabel Llopis gave a brief update on the installation of the Lincoln Road sign on the 400 block of Lincoln Road.
- e. Anabel Llopis shared the deinstallation plan for the R-Evolution sculpture on the 400 block.
- f. Anabel Llopis provided an update on the timeline and process for the LR BID renewal special mail ballot.
- g. The group briefly discussed the LR BID 2024-25 Event Programming schedule.

IV. APPROVAL ITEMS

- a. Mindy McIlroy made a motion to approve the minutes from the Tuesday, June 18, 2024, Executive Committee Meeting. Lyle Stern seconded the motion, which was unanimously approved.
- b. Mindy McIlroy made a motion to approve the bench and bicycle sculptures by Gillie & Marc, as presented to the group, and to allocate up to \$15,000 for their installation. David Herzberg seconded the motion, which was unanimously approved.

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- c. Lyle Stern made a motion to issue a second letter of support for H. Wood's application and design updates to The Nice Guy Restaurant at 947 Lincoln Road, in advance of their October 8, 2024, Historic Preservation Board meeting.
- d. Anabel Llopis sought direction from the group regarding the City of Miami Beach's current holiday décor plan for Lincoln Road. The group decided not to support the ornamental décor and expressed interest in only supporting the tree lighting.
- e. Mindy McIlroy made a motion to approve the LR BID 2024-25 Executive Committee & Board Meeting Schedule as presented. Lyle Stern seconded the motion, and it was unanimously approved.
- f. Lyle Stern appointed Mindy McIlroy, David Herzberg, Howard Herring, and Clifford Stein to the Nominating Committee, which will meet on September 26, 2024, at 9:30 a.m.
- g. Lyle Stern appointed Anabel Llopis, Mindy McIlroy, and Natalie Mejia as the Inspectors of Election.
- h. Staff proposed holding the Annual Meeting on November 14, 2024. The group agreed and suggested scheduling it for 9:00 a.m.

V. NEW BUSINESS

- a. Commissioner Joe Magazine shared exciting news about a new office tenant, a film production studio, that will be occupying 30,000 square feet of space on the 200 block of Lincoln Road. The group discussed the significance of this tenant and the need to ensure a smooth approval and move-in process.
- b. Lyle Stern directed staff to put together an annual report that can be shared with city officials at the next commission meeting
- c. Mindy McIlroy directed staff to assign the Dana Agency the task of creating a list of podcasts that would be appropriate for Lincoln Road BID representatives to appear on.
- d. Lyle Stern proposed an event centered around the Harmonics installation, where musicians could bring their instruments and participate in a group celebration.

VI. MEETING ADJOURNED

Next Executive Committee meeting: TBA

Next Board of Directors meeting: TBA

O, Miami Creative Services Proposal





O, Miami Creative Services - Pricing

[Poems to Order Pop-Up](#) - \$1000 base rate

Poems to Order, where O, Miami poets-in-residence produce original poems on the spot for Lincoln Road patrons and pedestrians upon request

['Portrait at 34' Poetic Photobooth](#) - \$1,500 daily rate (max. 4 hours)

Portrait at 34 is a custom-designed photo booth that travels Miami-Dade County producing portraits paired with age-specific poems for each participant. The poems are sourced from a community open call, students from O, Miami's education program, and partnering local poets

[Plastic Poetry Public Art Installation](#) - \$2,000-\$5000 each

"Free Plastic" is a project that up-cycles plastic pollution and post-consumer community plastics into 5-inch tall letters to create plastic poems written by Miami-Dade students to be installed on the facades of selected buildings

[Pop-Up Workshops](#) - \$2,000

Bespoke educational events that bring O, Miami poets to students of all ages in celebration and expansion of poetry and creative expression

[Zip Odes Vending Machine](#) - \$10,000

Pop-up of O, Miami's custom-designed vending machine booth distributing Zip Odes poems written by local poets and students based on South Florida's zip codes

[Quarterly Kids Open Mic Series](#) - \$10,000 base rate

Based on [Poetry in Pajamas](#), our kids open mics allow the opportunity for children of all ages recite their favorite poem, whether original or published, while surrounded by an audience of their peers

Other Civic Publishing initiatives (prices upon request)

Poetry Window Treatments

[Poetry Light Pole Banners](#)