

Lincoln Road Business
Improvement District, Inc.

LINCOLN ROAD MOMENTUM & IMPACT

Annual Report & FY 2026-27 Operating Budget

Prepared for the City of Miami Beach | July 2026



A NOTE FROM THE EXECUTIVE DIRECTOR

Over the past fiscal year, the Lincoln Road Business Improvement District continued to build momentum through strategic promotion, cultural programming, public art, brand activations, community experiences and responsible financial stewardship.

This report provides a concise recap of the BID's work, the results of its investments and the priorities guiding the year ahead. The BID's role is to strengthen awareness, activity and economic vitality for Lincoln Road while supporting its position as one of Miami Beach's most important public spaces.



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MISSION + PURPOSE

The Lincoln Road BID advances the district through promotion, advocacy, cultural programming, public art, partnerships and stakeholder engagement. Working in partnership with the City of Miami Beach, the BID helps strengthen Lincoln Road's visibility, vitality and long-term economic success.

PROMOTE

Public relations, social media and destination awareness.

ADVOCATE

Representing property owners' and businesses' interests while helping move district priorities forward.

ACTIVATE

Programming, public art, wellness, cultural experiences and seasonal moments.

PARTNER

Collaborate with brokers, the City of Miami Beach, businesses, cultural organizations and civic partners.

*Important distinction: the BID does not oversee municipal operations, public safety, sanitation, infrastructure maintenance or public works. Those responsibilities remain with the City of Miami Beach.



2025-26 NARRATIVE SUMMARY OF ACCOMPLISHMENTS AND CHALLENGES

A year of strong visibility, cultural impact and business momentum—delivered while navigating construction, shifting visitation patterns and broader market challenges.



ACCOMPLISHMENTS

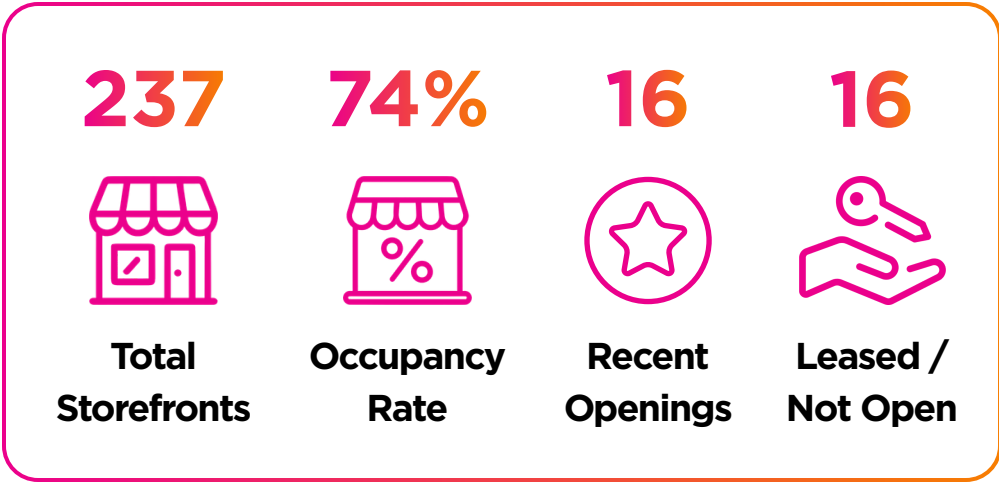
- Delivered year-round programming, placemaking and district promotion
- Produced signature events, wellness programs, markets and family activities
- Presented 14 installations during Miami Art Week
- Attracted a record 109 public art submissions
- Generated 341 media placements
- Earned more than 2.5 billion media impressions
- Produced approximately \$23.3 million in estimated media value
- Supported continued tenant interest, new openings and business expansions
- Maintained strong visibility and community engagement throughout the year
- Collected and expended 100% of district assessments

CHALLENGES

- Miami Beach travel and visitation remained relatively stagnant
- Nearby hotel closures reduced visitor traffic and spending
- World Cup programming and sponsorship activity focused on Ocean Drive, Lummus Park, and North Miami Beach
 - Lincoln Road experienced less traffic and economic impact than anticipated
- Convention Center Hotel construction disrupted surrounding access and visibility
- City improvement projects on Drexel and Meridian affected pedestrian circulation
- Construction activity created added challenges for nearby businesses

DISTRICT INVESTMENT & GROWTH

New openings, tenant expansions, renovations, and nearby investment reflect continued confidence in Lincoln Road as a retail, dining, and cultural destination.



RECENTLY OPENED

Prince St. Pizza | Myka | Sulta Rosa | SILK | Toni’s Burger | The Best Acai | Edikted | Culto Futbol | BioBliss | TFU TFU | Miami Life Center Waxed Sports Cards | Lucky Box | Toni Pons | Alex Turco



COMING SOON

Uniqlo | Steve Madden | Negroni | Intenso Restaurant | All’Antico Vinaio Royal Pizza Napoletana | Le CouCou | MOIDA | Cajun Boil | Le Swirls Ultra Supper Club | The Nice Guy | Mēdüzā Mediterrania | French Chef Restaurant at Former Chase Bank Building | Superhuman Museum



EXPANDED / REINVESTED

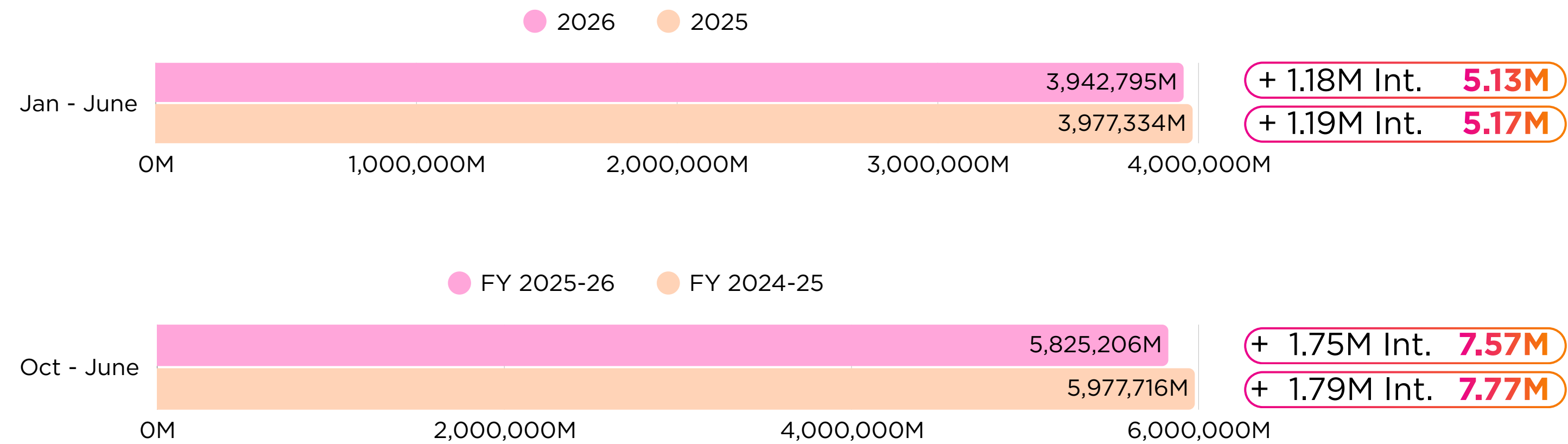
Zara | Guess | HOKA | Brandy Melville | Ché by Chelsea

[Download the LRBID Occupancy Report, updated July 23, 2026.](#)

DISTRICT INVESTMENT & GROWTH

TRAFFIC BY THE NUMBERS

Foot traffic remained steady year over year, underscoring Lincoln Road’s innate allure despite construction and temporary market headwinds.



Source: placer.ai. International visitors are not captured; LRBID adds 30% for estimated tourism traffic.



DISTRICT INVESTMENT & GROWTH

DISTRICT WIDE DEVELOPMENTS

Public and private investments are reshaping the Lincoln Road District through hospitality, residential, retail and infrastructure developments.

- Delano South Beach Reopened 2026
- The Shelborne by Proper
- Unframed Autograph Collection
- Grand Hyatt – Miami Beach Convention Center Hotel
- Shore Club Resort and Residences
- Ritz Carlton’s Renovation & Residential Project
- Marriott’s W South Beach
- The Raleigh Rosewood Resort & Residences
- Lincoln Road East Gateway (Private/Public Project)
- Rivani Class X Offices
- ALO Yoga Studio + Retail Store
- NoLi District by Comras Company
- The Alton by Infinity Collective
- 1600 Washington by PLC Investments

✓ **Completed/Reopened 2026**

✓ **Completed/Reopened 2026**

✓ **Completed/Reopened 2026**

Under Redevelopment — Debuting 2027

Under Redevelopment — Debuting 2027

Under Redevelopment

Rebrands to Hilton’s Waldorf Astoria

Acquired by Nahla Capital

Gateway Improvements Moving Forward

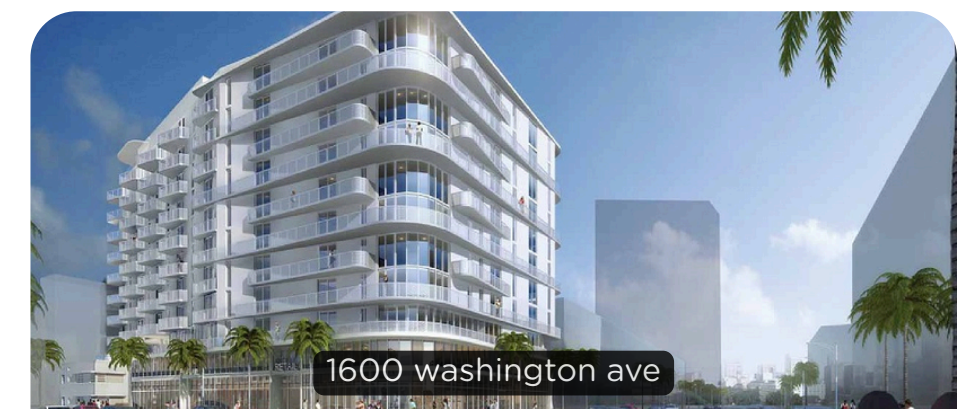
Major Renovations Underway

Major Renovations Underway

Pedestrianized Retail District and Plaza

Mixed-use Project Moving Through Planning Stages

Mixed-use Project Moving Through Planning Stages



DISTRICT INVESTMENT & GROWTH

CAPITAL IMPROVMENT PROJECTS

Public and private investments are reshaping Lincoln Road District through hospitality, residential, retail and infrastructure developments.

Phase I

Lighting Improvements Completed

Phase II

Drexel Avenue to be completed early September 2026

Meridian Ave expected to be completed November 2026

Phase III

In the procurement process. Timeline to be determined.



PUBLIC RELATIONS

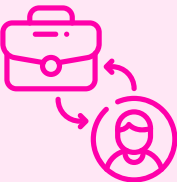
INVESTING IN VISIBILITY

A year-long focused PR investment amplified Lincoln Road’s story across consumer, business and international media.

WHO THE COVERAGE REACHED

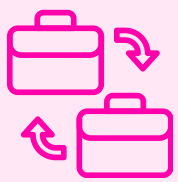
87.5%

CONSUMER



12.5%

B2B



76.6%

REGIONAL

21.7%

NATIONAL

1.8%

INTERNATIONAL

\$102K

FY 2025-2026 PR investment

341

Media Placements

2.5B+

Total Impressions

\$23.3M

Estimated Media Value



THE IMPACT

PR elevated Lincoln Road as both a destination and a business district—supporting events, public art, tenant momentum and Miami Beach’s broader profile.

Results reflect October 1, 2025-July 15, 2026. Final fiscal-year results will be available after September 30, 2026.

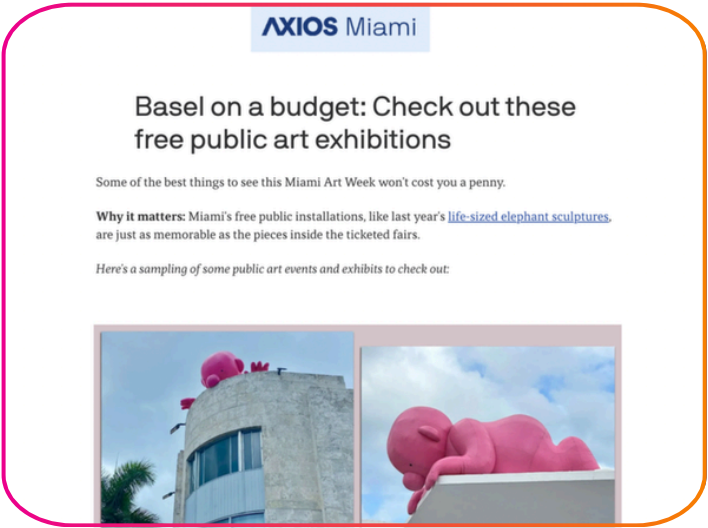
PUBLIC RELATIONS

COVERAGE THAT MOVED THE STORY

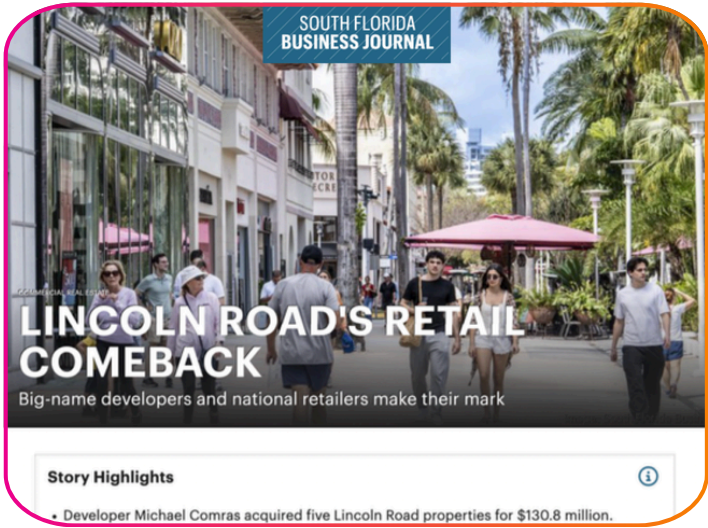
Top-tier consumer, broadcast and business outlets positioned Lincoln Road at the center of culture, tourism and economic momentum.



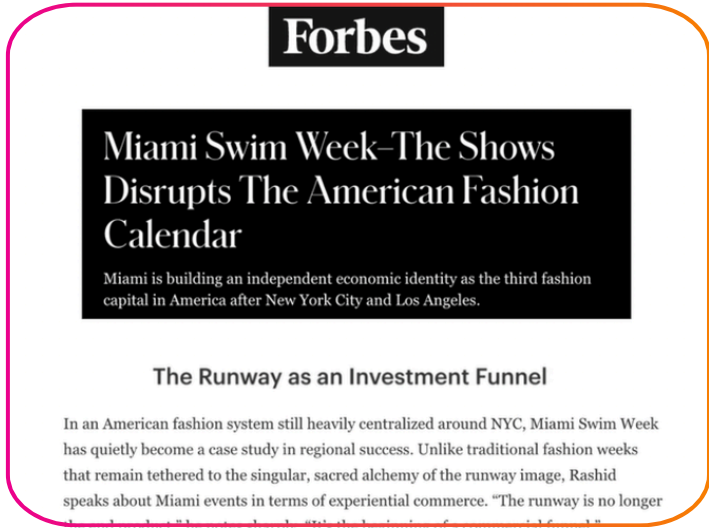
THE NEW YORK TIMES
150.5M+



AXIOS MIAMI
12.4M+



SOUTH FLORIDA
BUSINESS JOURNAL
6.3M+



FORBES
55.1M+

Additional highlights included coverage from Southern Living, Forbes Travel Guide, Condé Nast Traveler, Time Out Miami, Secret Miami, the Miami Herald, El Nuevo Herald, Miami New Times, the Sun Sentinel, Brickell Magazine, The Real Deal, Commercial Observer, Modern Retail, ICSC and Shopping Center Business, along with international coverage across Argentina, Peru, Brazil and Australia. Broadcast coverage included WSVN Channel 7's Deco Drive, NBC6 South Florida Live and NBC WFLA-TV in Tampa, among others.

PUBLIC RELATIONS

PITCHES THAT DROVE MOMENTUM

Strategic storytelling connected major district initiatives with audiences locally, nationally and internationally.



571M+

FIFA World Cup

50+ placements across online, print, broadcast and social, including The New York Times and Southern Living.

234M+

Miami Art Week 2025

50+ placements promoting 14 large-scale installations and Lincoln Road as an open-air cultural destination.

99M+

Public Art RFP Outreach

Targeted arts outreach helped generate 109 submissions, up from 78 the previous year.

230M+

Monthly Media Alerts

Always-on pitching kept wellness, markets, Pride, Halloween, Art Walk and tenant activations in the news.

PUBLIC RELATIONS

DIGITAL FOOTPRINT

Owned channels and discovery platforms expanded Lincoln Road’s reach across email, web, search and visitor review platforms.



Lincoln Road Shopping District

4.6 ★ (3.2K) · Shopping mall

OverviewReviewsPhotos



0:29



Lincoln Road

4.4 ●●●●● (17,991 reviews) #2 of 162 things to do in Miami Beach



4,040

LINCOLN RD NEWS & EVENTS



see en grande

WORLD CUP 2026 #ONLINCOLN

Learn More

DINE



CATCH A MATCH ON LINCOLN ROAD

Learn More

NEW TO LINCOLN ROAD

FRESH FINDS & NEW OPENINGS



Learn More





CONSTANT CONTACT

147,22741%3%

emails sentopen rateclick rate



GOOGLE SEARCH

130K6.65M

click to sitesearch impressions

GOOGLE LISTING

4.6/53,280

ratinggoogle reviews



LINCOLNROAD.COM ANAYLYTICS

211K548K+9.3%

userspage viewstraffic increase



TRIPADVISOR LISTING

211K548K+9.3%+9.3%+9.3%

userspage viewstraffic increasetraffic increasetraffic increase

SOCIAL MEDIA

BUILDING CONSUMER & BUSINESS AUDIENCES

Strategic and organic content, paid campaigns and influencer partnerships expanded Lincoln Road's reach across local, national and international audiences—turning its social channels into a powerful destination platform that grows consumer and business engagement while driving visibility for local businesses, events, public art and Miami Beach.

94.3K+

Instagram Followers

18%

Instagram Growth

8.3M+

Impressions

12.8M+

Overall Reel Audience

82%

Linkedin Growth

760K+

Influencer Reach

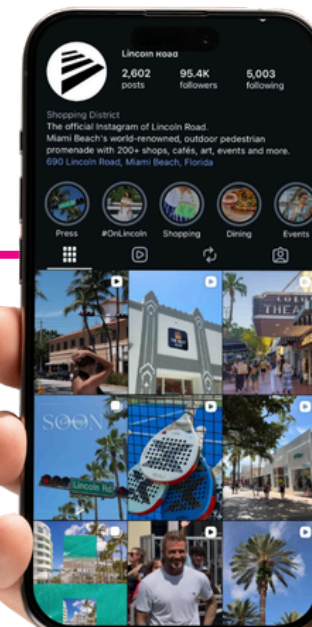
3-4

Reels Produced Weekly

2-3

B2B Posts Weekly

THE IMPACT



Social media connected residents and visitors with Lincoln Road's shopping, dining, events and cultural experiences—while extending visibility into key international feeder markets including Argentina, Brazil and Colombia.

\$120K

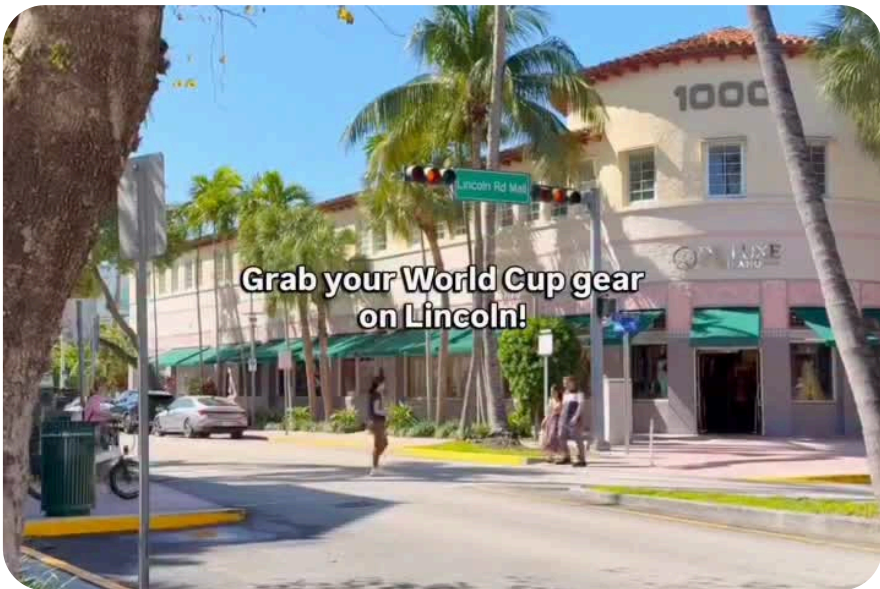
FY 2025-2026 Social Media Investment

** Data reflects performance from October 2025 through July 2026.*

SOCIAL MEDIA

CONTENT THAT DROVE THE CONVERSATION

Consistent short-form video and creator partnerships translated Lincoln Road’s events, public art, shopping and destination experiences into high-performing social content.



World Cup Gear Spot Light

274K+ Views
8.4K+ Interactions
+469 New Followers



Color Walk Scenery Reel

175K+ Views
3.3K+ Interactions
+484 New Followers



Antique Market Spotlight

98.6K+ Views
4.3K+ Interactions
+500 New Followers

SOCIAL MEDIA

PAID CAMPAIGNS THAT CONVERTED ATTENTION

Hyper-local, event-driven campaigns consistently delivered strong awareness, traffic and follower growth—often outperforming industry benchmarks.

HALLOWEEN

436+ Impressions

- 12K Profile Visits • 1,600+ New Followers
- Estimated 15% YOY Website Traffic Growth

MIAMI BEACH ART WEEK

3.27% CTR

- \$0.12 CPC • 1.7K+ Profile Visits
- Strong TikTok Video Engagement

COLLEGE FOOTBALL PLAYOFF

15% Engagement Rate

92K+ Impressions Through a Hyper-local Awareness Campaign

SMORGASBURG MIAMI

1.7K+ Website Clicks

- 226 Facebook Event Responses
- Carousel Creative Drove Strongest Traffic

WORLD CUP

99K+ MIA Users Reached

- 3.92% CTR • \$0.23 CPC • Soccer-interest Targeting Delivered Nearly 2x Efficiency

WHAT WORKED?

- Hyper-local targeting
- Carousels generated traffic + profile visits
- Reels drove awareness + audience growth
- Meta led conversions
- TikTok delivered efficient reach



REPEATABLE
FRAMEWORK

Campaign performance created a proven, scalable playbook for future seasonal events and destination marketing—helping Lincoln Road reach key audiences, strengthen engagement and maximize results across platforms.

BRAND ACTIVATIONS

LINCOLN ROAD AS A DESTINATION PLATFORM

Lincoln Road continues to attract high-profile brand activations that turn the district into a stage for culture, content and connection—drawing influencers, generating buzz and engaging thousands of visitors each year.

30+
Activations

15+
Inline Pop-Ups



PINK PALM PUFF



FIFA WORLD CUP 2026



CONCACAF



MIAMI SWIM WEEK



CONMEBOL



PADEL X

L'ORÉAL



SheaMoisture.

Uber Eats

GYMSHARK



TORY BURCH

DOLCE & GABBANA



Dove



PROGRAMMING LINCOLN ROAD

**CREATING REASONS TO VISIT.
SUPPORTING BUSINESS.
BUILDING COMMUNITY.**

Lincoln Road's year-round experiences are intentionally designed to activate public spaces, strengthen the local economy, and create memorable experiences for residents and visitors. Through signature events, cultural programming, wellness initiatives, public art, and seasonal celebrations, the BID creates consistent reasons to visit while supporting businesses, enhancing property value, and strengthening community connections.



PROGRAMMING WITH PURPOSE

1

Increase Visitation

2

Support Businesses

3

Strengthen Landlord
Investment

4

Activate Public
Spaces

5

Build Community

6

Celebrate Culture

PROGRAMMING LINCOLN ROAD

2025-26 EVENTS AT A GLANCE

FALL

Hispanic Heritage
Pumpkin Decorating Craft
Halloween Block Party
Drexel Ground-Breaking
Public Art Launch
Christmas Tree Lighting
Holiday Entertainment

WINTER

MB Student Holiday Show
Santa + Friends on the Road
Chanukkah Festival
Raw Figs Figure Drawing
South Beach Jazz Festival
Orchid & Plant Show
Family Game Day

SPRING

MB Student Showcase
Chinese New Year Food Fest
Miami Beach Pride Kick-Off
South Beach Film Festival
Family Game Day

PROGRAMMING FUNDS

Budgeted: \$398K
Projected Expense: \$400K

SUMMER

Global Pride Month Event
Jazz Summer Jazz Concert
International Ballet Festival
Padel X
Hot Girl Walk

YEAR-ROUND

Farmers Market
Antique & Collectible Market
Community Yoga
Pilates
Art Walk
Open Air Tango
Live Entertainment



PROGRAMMING LINCOLN ROAD

MAJOR MOMENTS, SUPPORTED BY YEAR-ROUND PROGRAMMING

The BID's programming strategy balances headline activations with consistent recurring experiences that give residents, visitors and businesses reasons to return throughout the year.



Signature Activations

Pride, Chinese New Year, Halloween, holidays and cultural celebrations.



Year-Round Wellness

Yoga and Pilates offered free to the community.



Recurring Experiences

Farmers Market, Antique Market, family and cultural programming.



Live on Lincoln

Free music, dance and culture that bring the community together.

ACTIVATING LINCOLN ROAD

Q1 RECAP | OCTOBER-DECEMBER

Fall and holiday programming anchored by Halloween, seasonal activations, markets and Art Week-related public-realm activities.



ACTIVATING LINCOLN ROAD

Q2 RECAP | JANUARY-MARCH

Winter and spring programming brought the community together through wellness, markets, family-friendly and cultural experiences, including the SOBE Jazz Festival and Smorgasburg's Chinese Lunar New Year Food Festival.



ACTIVATING LINCOLN ROAD

Q3 RECAP | APRIL-JUNE

High-visibility season with Pride, Swim Week, FIFA World Cup 2026 activities, and fitness programming.



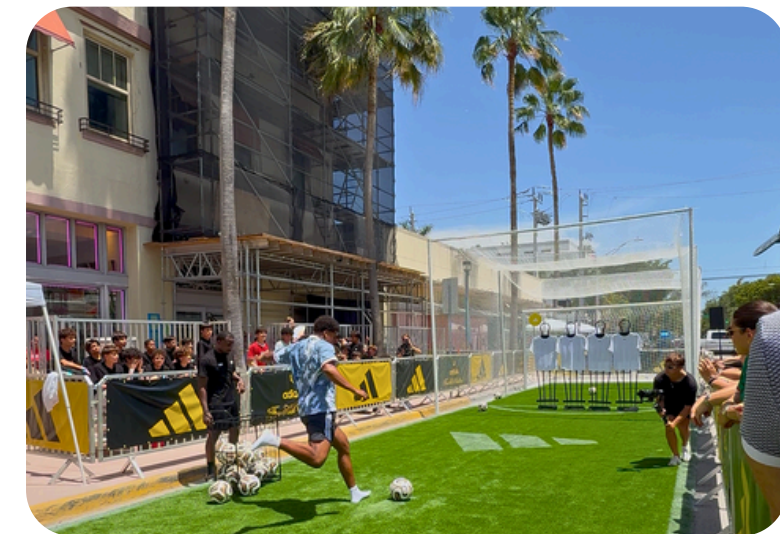
FIFA WORLD CUP 2026



ACTIVATING LINCOLN ROAD

Q4 RECAP | JULY-SEPTEMBER

Summer programming includes community wellness classes, cultural programming, and pop-ups.



CULTURE + PUBLIC ART

INVESTING IN CREATIVITY. ACTIVATING COMMUNITY.

Culture is a defining element of Lincoln Road's identity. Through year-round investment in public art, the BID partners with local, national and international artists to strengthen Lincoln Road's role as an open-air sculpture park and cultural destination—one that engages residents, attracts visitors and elevates Miami Beach's global profile.

\$398K

BID investment in
culture + public art

+\$25K

City of Miami Beach
contribution

109

Public art RFP
submissions

14

Public art
installations

234M+

Art Week PR
impressions



ADVOCACY & PARTNERSHIPS

COLLABORATING TO EXPAND DISTRICT IMPACT

The BID builds relationships that expand the reach and impact of Lincoln Road initiatives. Partnerships with the City of Miami Beach, cultural organizations, civic groups, businesses and community partners help support programming, visibility and district priorities.



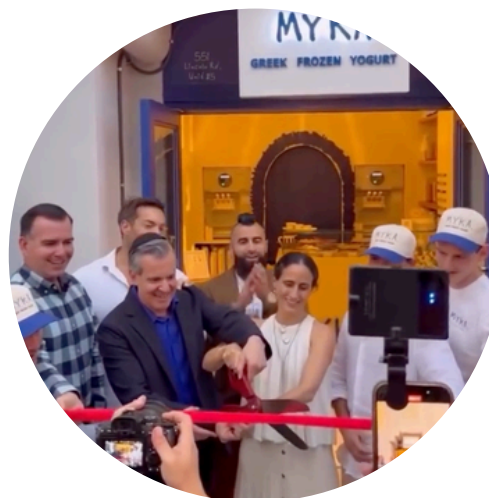
City of Miami Beach



Miami Beach Pride



GMCVB



Miami Beach Chamber



Cultural Organizations



Business & Civic Partners

APPROVED BUDGET & NARRATIVE

FY 2026-2027

Lincoln Road Business Improvement District

BUDGET NARRATIVE PROPOSING DISTRICT ACTIVITIES

2026-27

The proposed budget invests in the programs, services and partnerships that keep Lincoln Road active, visible, welcoming and positioned for continued growth.



DISTRICT ACTIVATION & SIGNATURE EVENTS

Deliver events and activations that drive visitation, support businesses and reinforce Lincoln Road as a year-round destination.

PUBLIC ART & CULTURAL PROGRAMMING

Present accessible art and cultural experiences that encourage repeat visits and strengthen Lincoln Road's creative identity.

BLOCK BY BLOCK AMBASSADOR PROGRAM

Provide hospitality, cleanliness and district support services that maintain a welcoming, well-managed environment.

MARKETING & DESTINATION PROMOTION

Promote Lincoln Road's businesses, events and evolution through PR, social media, advertising and strategic partnerships.

DISTRICT ADVOCACY

Support property owners, businesses and brokers through outreach, leasing leads, City coordination and lobbying support.

COMMUNITY & STRATEGIC PARTNERSHIPS

Collaborate with cultural, community, government and corporate partners to expand programming, resources and audience reach.

[Download
FY 2026-27
Working
Programming
Schedule](#)

FY 2026-2027 OPERATING BUDGET

LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, INC.

[Download LRBID FY 2026-27 Operating
Budget Worksheet](#)

Revenue

\$1,851,816

TOTAL PROJECTED REVENUE

The operating budget is primarily funded through district assessments totaling \$1,617,220, reflecting:

- The approved 3% annual assessment adjustment
- Additional assessment revenue resulting from a property sale

The BID is also budgeting for business development revenue generated through:

- Brand activations
- Corporate sponsorships

This incremental revenue will support a 20% staff commission structure. After payment of applicable commissions, all remaining net revenue will be reinvested exclusively in district programming.

Fiscal Stewardship

\$60,000

ESTIMATED FY 2025-2026 SURPLUS

The BID anticipates carrying this estimated surplus forward into FY 2026-2027. The surplus is derived solely from additional business development revenue—not district assessments, which are projected to be fully expended.

MARKETING & ADVERTISING

\$373,530

INVESTMENT

Strengthens visibility, supports businesses and increases visitation through strategic communications.

- Public Relations, Digital & Social Media - \$235,530
- Paid Campaigns & Influencer Partnerships - \$50,000
- Cultural Sponsorships - \$40,000
- Graphic Design, Photography & Print Production - \$48,000

DISTRICT PROGRAMS

\$822,826

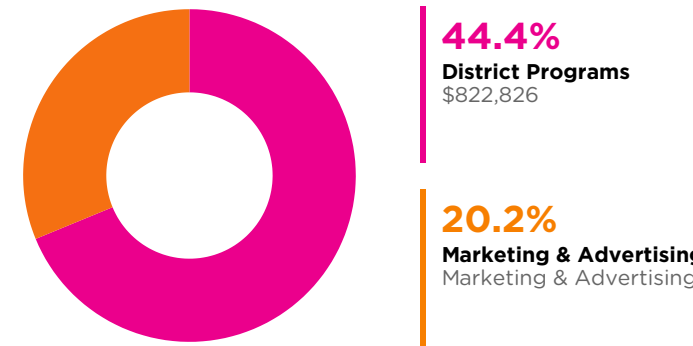
INVESTMENT

Activates Lincoln Road year-round through public-realm services, programming, art, placemaking and events.

- Block by Block Ambassador Program - \$375,114
- Annual Programming & Activations - \$432,712
 - Public Art Installations
 - Community Events & Wellness Programming
 - Holiday Activations & Pride Programming

BUDGET COMPARISON

CATEGORY	FY25/26	FY26/27
Revenue	\$1,759,464	\$1,851,816
Marketing & Adv	\$349,640	\$373,530
District Programs	\$797,319	\$822,826



64.6% of the operating budget is invested directly in Marketing & Advertising and District Programs.

KEY BUDGET HIGHLIGHTS

Assessment Revenue	+4.24%
Total Revenue	+5.2%
Marketing Investment	+6.8%
District Program Investment	+3.2%

GOVERNING BODY

BOARD, STAFF & GOVERNANCE

The Lincoln Road Business Improvement District (LR BID) was created in 2015 and reestablish in 2025 to stabilize and improve the Lincoln Road retail business district, which is located in a nationally recognized historic district, through promotion, management and marketing.

