

RESOLUTION NO. 2024-33178

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, RENEWING, PURSUANT TO CHAPTER 170, FLORIDA STATUTES, AND SUBJECT TO THE APPROVAL OF A MAJORITY OF THE AFFECTED PROPERTY OWNERS, THE SPECIAL ASSESSMENT DISTRICT KNOWN AS THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, WHICH IS SET TO EXPIRE IN 2025, FOR AN ADDITIONAL TERM OF TEN (10) YEARS, TO STABILIZE AND IMPROVE THE LINCOLN ROAD RETAIL BUSINESS DISTRICT, WHICH IS LOCATED WITHIN A NATIONALLY RECOGNIZED HISTORIC DISTRICT, THROUGH PROMOTION, MANAGEMENT, MARKETING, AND OTHER SIMILAR SERVICES (THE "SERVICES"); PROVIDING FOR THE LEVY AND COLLECTION OF SPECIAL ASSESSMENTS IN THE AMOUNT OF \$1,570,117 IN THE FIRST YEAR, WHICH SHALL INCREASE BY THREE (3%) PERCENT EVERY YEAR; INDICATING THE LOCATION, NATURE, AND ESTIMATED COST OF THE SERVICES, WHOSE COSTS ARE TO BE DEFRAID BY THE SPECIAL ASSESSMENTS; PROVIDING THE MANNER IN WHICH SUCH SPECIAL ASSESSMENTS SHALL BE MADE; PROVIDING WHEN SUCH SPECIAL ASSESSMENTS SHALL BE MADE; DESIGNATING THE LANDS UPON WHICH THE SPECIAL ASSESSMENTS SHALL BE LEVIED; PROVIDING FOR PUBLICATION OF THIS RESOLUTION, IN ACCORDANCE WITH SECTION 170.05, FLORIDA STATUTES; AUTHORIZING THE CITY ADMINISTRATION TO CAUSE TO BE MADE A PRELIMINARY ASSESSMENT ROLL, IN ACCORDANCE WITH SECTION 170.02 AND 170.06, FLORIDA STATUTES; AND UPON COMPLETION OF SUCH PRELIMINARY ASSESSMENT ROLL, PROVIDING THAT SUCH ASSESSMENT ROLL SHALL BE ON FILE WITH THE OFFICE OF THE CITY CLERK AND OPEN TO THE INSPECTION OF THE PUBLIC.

**WHEREAS**, Chapter 170, Florida Statutes, authorizes any municipality, subject to the approval of a majority of the affected property owners, to levy and collect special assessments against property benefited for the purpose of stabilizing and improving retail business districts, wholesale business districts, or nationally recognized historic districts, or any combination of such districts, through promotion, management, marketing, and other similar services, in such districts of the municipality; and

**WHEREAS**, on April 15, 2015, the Mayor and City Commission adopted Resolution No. 2015-28992, creating the special assessment district now known as the Lincoln Road Business Improvement District, for a period of ten (10) years, to stabilize and improve the Lincoln Road retail business district, which is located within a nationally recognized historic district, through promotion, management, marketing, and other similar services; and

**WHEREAS**, the Lincoln Road Business Improvement District is set to expire in 2025, unless renewed by the City Commission, subject to the approval by a majority of the affected property owners; and

**WHEREAS**, on February 21, 2024, the Mayor and City Commission adopted Resolution No. 2024-32911 which, in pertinent part, authorized the Offices of the City Manager and City Attorney to work with the Lincoln Road Business Improvement District, Inc. (the "Lincoln Road BID"), for the purpose of establishing a special assessment district, pursuant to Chapter 170, Florida Statutes, to stabilize and improve the Lincoln Road retail business district, through promotion, management, marketing, and other similar services (Resolution No. 2024-32911 is attached hereto as Exhibit "A"); and

**WHEREAS**, subject to the approval of a majority of the affected property owners, the special assessments levied within the proposed special assessment district, known as the "Lincoln Road Business Improvement District" (the "District"), shall be used to provide the services described in Exhibits "B" and "C", attached hereto and incorporated herein (the "Services"); and

**WHEREAS**, the District shall consist of those commercial properties bounded on the west by Alton Road; on the east by Washington Avenue; on the north by 17th Street; and on the south by Lincoln Lane South; provided, however, that the following properties shall be excluded and exempted from the District: (1) residential properties; (2) any property owned or occupied by a religious institution and used as a place of worship or education (as defined in Section 170.201(2), Florida Statutes); and (3) common areas owned by condominium associations; and

**WHEREAS**, an assessment plat of the proposed District, showing the areas to be assessed, as required in section 170.04, Florida Statutes, is on file with the Office of the City Clerk where it is available for inspection by the public, and is also attached hereto and incorporated herein as Exhibit "E"; and

**WHEREAS**, the Mayor and City Commission hereby determine that it is in the best interest of the City, and that of the District, to provide, or cause to be provided, the Services for the District and, as such, wish to defray the cost of the Services by levying special assessments upon the affected properties within the District ("Assessments"), which Assessments shall increase every year by three percent (3%); and

**WHEREAS**, the Mayor and City Commission further determine that special benefits shall accrue to the properties within the District from the Services, and that the Assessments shall be made in proportion to the benefits received; and

**WHEREAS**, an estimated Year One budget outlining the proposed Services and estimated costs thereof, is attached hereto as Exhibit "B", and, pursuant to Section 170.04, Florida Statutes, is on file with the City Clerk's Office, and is available for inspection by the public; and

**WHEREAS**, the Mayor and City Commission have determined that the Assessments to be levied shall not exceed the special benefits to the affected properties within the District.

**NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AS FOLLOWS:**

**SECTION 1:** All findings and recitals contained in this Resolution are hereby adopted and incorporated herein.

**SECTION 2:** Pursuant to the provisions of Chapter 170, Florida Statutes, the Mayor and City Commission hereby authorize a special assessment to be levied and collected, and hereby renew the special assessment district, known as the "Lincoln Road Business Improvement

District," for a term of ten (10) years, subject to the approval of a majority of the affected property owners in the District, for the purposes of stabilizing and improving the Lincoln Road retail business district, which is located within a nationally recognized historic district, through promotion, management, marketing, and other similar services.

**SECTION 3:** The boundaries of the proposed District are as follows: All lots and lands adjoining and contiguous or bounding and abutting upon such improvements or specially benefited thereby and further designated by the Assessment Plat, attached hereto and incorporated herein as Exhibit "E".

**SECTION 4:** The nature of the Services is set forth in Exhibit "C" attached hereto and incorporated herein.

**SECTION 5:** The total estimated cost of the Services to be funded by the proposed Assessments is approximately \$1,570,117 for the first year and shall increase by three (3%) percent each year thereafter.

**SECTION 6:** The Assessments shall be levied in accordance with the applicable provisions of Chapter 170, Florida Statutes, for the purposes of defraying the cost of the Services, as described in the Year 1 Budget, and in accordance with the Budget and Services Narrative, attached as Exhibits "B" and "C" hereto and incorporated herein.

**SECTION 7:** At the time of adoption of the Resolution by the Mayor and City Commission, the Exhibits to this Resolution shall be on file with the City Clerk and open to inspection by the public including: the Assessment Plat, showing the area to be assessed; a description of the Services; and an estimate of the cost of the Services.

**SECTION 8:** Following approval of this Resolution, the City Administration is hereby authorized and directed to cause to be made a preliminary assessment roll, as promptly as possible, which shall show the properties assessed by folio number; the amount of benefit to each property; and the special assessments against each property assessed by folio number. A draft preliminary assessment roll is attached hereto as Exhibit "D".

**SECTION 9:** The assessment shall be payable in one installment per year to the Finance Director of the City, or the Finance Director's designee, on such date as shall be contained in a bill to be mailed to each property owner within the District at least thirty (30) days prior to the due date, and following the confirmation by the Mayor and City Commission of the Final Assessment Roll. Installments not paid when due shall become due and payable in accordance with statutory provisions and shall remain liens, coequal with the lien of all state, county, district, and municipal taxes, superior in dignity to all other liens, titles, and claims, until paid, and shall bear interest, at such rate or rates as specified in Section 170.09, Florida Statutes.

**SECTION 10:** Upon completion of the preliminary assessment roll, the Mayor and City Commission shall adopt a subsequent resolution to fix a time and place at which the owners of the property to be assessed, or any other persons interested therein, may appear before the Mayor and City Commission and be heard as to the propriety and advisability of the Assessments or the provision of the Services, the costs thereof, the manner of payment therefor, or the amount thereof to be assessed against each property so serviced, all in accordance with Chapter 170, Florida Statutes.

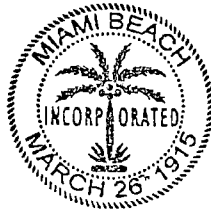
**SECTION 11:** The City Clerk is hereby directed to cause this Resolution to be published one time in a newspaper of general circulation published in the City.

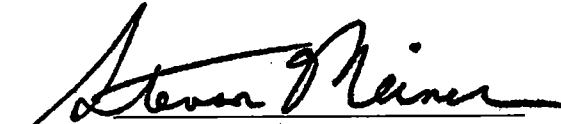
**SECTION 12:** This Resolution shall become effective upon the date of its adoption herein, provided, however, that if the proposed special assessment does not receive the approval of a majority of the affected property owners (fifty (50%) percent plus one), the Resolution shall be null and void.

**PASSED and ADOPTED** this 24 day of July, 2024.

**ATTEST:**

  
\_\_\_\_\_  
Rafael E. Granado, City Clerk




  
\_\_\_\_\_  
Steven Meiner, Mayor

(Sponsored by Commissioner Steven Meiner and co-sponsored by Commissioner Laura Dominguez, Commissioner Kristen Rosen Gonzalez, Commissioner Alex Fernandez, and Commissioner Joseph Magazine)

Co-Sponsored by Commissioner Tanya K. Bhatt

APPROVED AS TO  
FORM AND LANGUAGE  
& FOR EXECUTION

  
\_\_\_\_\_  
City Attorney NK Date 7/23/2024

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission

FROM: Rickelle Williams, Interim City Manager

DATE: July 24, 2024

TITLE: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, RENEWING, PURSUANT TO CHAPTER 170, FLORIDA STATUTES, AND SUBJECT TO THE APPROVAL OF A MAJORITY OF THE AFFECTED PROPERTY OWNERS, THE SPECIAL ASSESSMENT DISTRICT KNOWN AS THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, WHICH IS SET TO EXPIRE IN 2025, FOR AN ADDITIONAL TERM OF TEN (10) YEARS, TO STABILIZE AND IMPROVE THE LINCOLN ROAD RETAIL BUSINESS DISTRICT, THROUGH PROMOTION, MANAGEMENT, MARKETING, AND OTHER SIMILAR SERVICES (THE "SERVICES"); PROVIDING FOR THE LEVY AND COLLECTION OF SPECIAL ASSESSMENTS IN THE AMOUNT OF \$1,570,117 IN THE FIRST YEAR, WHICH SHALL INCREASE BY THREE (3%) PERCENT EVERY YEAR; INDICATING THE LOCATION, NATURE, AND ESTIMATED COST OF THE SERVICES, WHOSE COSTS ARE TO BE DEFRAYED BY THE SPECIAL ASSESSMENTS; PROVIDING THE MANNER IN WHICH SUCH SPECIAL ASSESSMENTS SHALL BE MADE; PROVIDING WHEN SUCH SPECIAL ASSESSMENTS SHALL BE MADE; DESIGNATING THE LANDS UPON WHICH THE SPECIAL ASSESSMENTS SHALL BE LEVIED; PROVIDING FOR PUBLICATION OF THIS RESOLUTION, IN ACCORDANCE WITH SECTION 170.05, FLORIDA STATUTES; AUTHORIZING THE CITY ADMINISTRATION TO CAUSE TO BE MADE A PRELIMINARY ASSESSMENT ROLL, IN ACCORDANCE WITH SECTION 170.02, FLORIDA STATUTES; AND UPON COMPLETION OF SUCH PRELIMINARY ASSESSMENT ROLL, PROVIDING THAT SUCH ASSESSMENT ROLL SHALL BE ON FILE WITH THE OFFICE OF THE CITY CLERK AND OPEN TO THE INSPECTION OF THE PUBLIC.

### **RECOMMENDATION**

Adopt the Resolution, which is sponsored by Mayor Steven Meiner, and co-sponsored by Vice Mayor Laura Dominguez, Commissioner Kristen Rosen Gonzalez, Commissioner Alex Fernandez, and Commissioner Joseph Magazine.

The Resolution would renew the Lincoln Road Business Improvement District, Inc ("Lincoln Road BID" or the "District") for an additional 10-year term, in accordance with the accompanying exhibits, subject to a special election of affected property owners.

### **BACKGROUND/HISTORY**

On April 15, 2015, the Mayor and City Commission (City Commission) adopted Resolution No. 2015-28992, which created a special assessment district to be known as the Lincoln Road Business Improvement District for a period of ten (10) years, to stabilize and improve the Lincoln Road retail business district, which is located within a nationally recognized historic district, through promotion, management, marketing, and other similar services.

The District is bounded on the west by Alton Road; on the east by Washington Avenue; on the north by 17th Street; and on the south by Lincoln Lane South; provided, however, that the following properties are excluded and exempted from the District: (i) residential properties; (ii) properties owned or occupied by a religious institution and used as a place of worship or education (as defined in Section 170.201(2), Florida Statutes); and (iii) common areas owned by condominium associations.

As approved in 2015, the District contained 76 tax folios: 58 properties with property lines abutting Lincoln Road and 18 properties, located in close proximity on adjacent cross streets (Lenox, Michigan, Jefferson, Meridian, and Drexel Avenues), that do not share property lines abutting Lincoln Road.

On May 20, 2015, the City Commission adopted Resolution No. 2015-29026, which called for a special mail ballot election (the "2015 Election") that the City conducted from June 29, 2015 to July 24, 2015, to determine whether a majority (50% plus one) of the affected property owners approved the creation of the District. Fifty-seven (57) ballots were cast in favor of the creation of the District, three (3) ballots were cast in opposition to the creation of the District, four (4) ballots were rejected as improperly cast, and twelve (12) ballots were not returned.

On July 31, 2015, the City Commission approved Resolution No. 2015-29098, adopting the Official Election Certification of the Canvassing Board for the 2015 Election, and setting a public hearing on September 30, 2015, for the owners of the property to be assessed or any other interested persons to appear before the City Commission and be heard as to the propriety and advisability of making such improvements, as to the cost thereof, as to the manner of payment therefor, and as to the amount thereof to be assessed against each property so improved.

Following the duly noticed hearing on September 30, 2015, the City Commission voted to levy the special assessments. Thereafter, pursuant to Section 170.08, Florida Statutes, the City Commission met as an equalizing board to hear and consider any and all complaints as to the special assessments and to adjust and equalize the assessments on a basis of justice and right, following which the City Commission adopted Resolution No. 2015-29145, approving the final assessment roll.

On November 2, 2015, the City and the Lincoln Road Business Improvement District, Inc. entered into a Memorandum of Understanding (MOU), which set forth the obligations of the Lincoln Road BID to administer the District, as well as the rights and obligations of the City to collect the special assessments, conduct an annual review of the Lincoln Road BID's budget and activities, and audit the Lincoln Road BID. The Lincoln Road BID was formally organized and incorporated by filing Articles of Incorporation with the Secretary of State of the State of Florida on October 30, 2015, and was granted a tax exemption under Section 501(c)(6) of the Internal Revenue Code.

With the current term of the District expiring in 2025, the Lincoln Road BID seeks to renew the special assessment district for an additional 10-year term pursuant to the following procedure outlined in Chapter 170, Florida Statutes. On February 21, 2024, Resolution No. 2024-32911, attached hereto and incorporated herein as Exhibit "A", authorized the City and Lincoln Road BID to work together to renew the District in accordance with Chapter 170, Florida Statutes.

Pursuant to the request of Mayor Meiner, and co-sponsors Vice Mayor Laura Dominguez, Commissioner Kristen Rosen Gonzalez, Commissioner Alex Fernandez, and Commissioner Joseph Magazine, the attached Resolution is the initial requirement under Chapter 170, Florida Statutes, for renewing the special assessment district.

## **ANALYSIS**

### **A. Proposed Renewal of the "Lincoln Road Business Improvement District"**

The attached Resolution renews, subject to the approval of a majority of the affected property owners, a special assessment district, known as the "Lincoln Road Business Improvement District", for a term of ten (10) years, to stabilize and improve the Lincoln Road retail business district, which is located within a nationally recognized historic district, through promotion, management, marketing, and other similar services.

The Resolution provides for the creation of a preliminary assessment roll; provides for the annual levy and collection of special assessments, in the amount of \$1,570,117; indicates the location, nature, and estimated cost of those services, which costs are to be defrayed by the special assessments; provides the manner in which such special assessments shall be made; provides when such special assessments shall be made; designates the lands upon which the special assessments shall be levied; provides for publication of this Resolution; and authorizes other related actions.

The material terms for the proposed District are as follows:

1. District Boundaries

The District shall be bounded on the west by Alton Road; on the east by Washington Avenue; on the north by 17th Street; and on the south by Lincoln Lane South; provided, however, that the following properties shall be excluded and exempted from the District: (1) residential properties; (2) any property owned by a City, County, State, or Federal governmental entity or school district; (3) any property owned or occupied by a religious institution and used as a place of worship or education (as defined in Section 170.201(2), Florida Statutes); and (3) common areas owned by condominium associations.

Pursuant to Section 170.04, Florida Statutes, at the time of the adoption of the attached Resolution, there shall be on file with the City Clerk an assessment plat showing the area to be assessed, which assessment plat shall be open to public inspection. A proposed assessment plat is attached as Exhibit "E" to the Resolution.

2. Term/Duration of the District

The term/duration of the renewed District is ten (10) years, identical to the District's current term.

3. Total Annual Amount of Special Assessments to be Levied and Collected

The total amount of special assessments to be levied and collected, initially, in the first budget year shall be approximately \$1,570,117. Annually thereafter, the assessment for each property shall increase by three (3%) percent. Each year, prior to preparing an Annual Budget, the Lincoln Road BID shall be responsible for reviewing the assessment roll to verify the status and use of all properties and recommending any adjustments to the assessments based upon changes in use, where applicable. Any change must be approved in advance and in writing by the City.

4. Assessment Methodologies

To ensure a fair and equitable assessment, the following assessment methodologies (i.e., formulas), also included in Exhibit "F" to the Resolution, shall apply to properties within the special assessment district:

a. Property with Lincoln Road frontage

Properties abutting Lincoln Road shall be assessed at the rate of two dollars and twenty cents (\$2.20) per square foot of the lot size, based on the size of the ground floor only, in year 1, with three percent (3%) annual increase thereafter.

b. Property without Lincoln Road frontage

Properties that do not abut Lincoln Road shall be assessed at the rate of twenty-two cents (\$0.22) per square foot of the lot size, based on the size of the ground floor only, in year 1, with three percent (3%) annual increase thereafter.

c. Property owned or occupied by a religious institution

Property owned or occupied by a religious institution and used as a place of worship or education shall be excluded and exempted from the special assessment district. Section 170.201(2) defines "religious institution" as any church, synagogue, or other established physical place for worship at which nonprofit religious services and activities are regularly conducted and carried on. If any portion of a property owned by a religious institution is not used as a place of worship or education, that portion of the property shall not be excluded or exempted from the proposed special assessment district.

d. Property owned by a condominium association

Any common areas owned by condominium associations and located on the ground floor of a condominium shall be excluded and exempted from the proposed special assessment district. The following property addresses include common areas owned by commercial condominium associations and located on the ground floor: 401 Lincoln Road, 605 Lincoln Road, 663-667 Lincoln Road, 918-922 Lincoln Road, and 1680 Michigan Avenue. (Residential properties are not included in the District.)

e. 408 Lincoln Road and 1110 Lincoln Road

With respect to 408 Lincoln Road and 1110 Lincoln Road, the special assessment shall be calculated based only on the square footage of that portion of ground floor property lying north of Lincoln Lane South. This reflects the existing formula applied to these two properties since the start of the District's current term, as stipulated by Resolution 2015-29145, which approved the District's final assessment roll.

5. Services to be Provided

The special assessments shall be used to fund those Services described in Exhibit "B" (Year One Budget) and Exhibit "C" (Budget Narrative and Summary of Services) to the Resolution. Per the District's Budget Narrative and Summary of Services, the Year One Budget contemplates funding for:

- *marketing and advertising expenses*, to attract people to Lincoln Road to shop, dine, and attend special events and holiday activities;
- *programming expenses*, including multiple art installations, annual Halloween block party event and other holiday programming, sponsorships, community wellness programming, and off-duty police staffing and contingency plan; and
- *general administrative and office expenses*.

**B. Procedure for Renewing the District, following the Adoption of the attached Resolution**

1. Notice Requirement

If the City Commission adopt the attached Resolution, the City shall cause the Resolution to be published one time in a newspaper of general circulation published in the City, pursuant to Section 170.05, Florida Statutes.



## 2. Preliminary Assessment Roll

Additionally, upon adoption of the attached Resolution, and pursuant to Section 170.02, Florida Statutes, the Administration shall cause to be made a preliminary assessment roll, in accordance with the method of assessment provided for in the Resolution, which shall show the lots and lands assessed, the amount of benefit to and the assessment against each lot or parcel of land, and the number of annual installments in which the assessment is divided. Upon completion, the preliminary assessment roll shall be made available for public inspection in the City Clerk's Office. (A draft of the Preliminary Assessment Roll is attached hereto as Exhibit "D").

## 3. Special Mail Ballot Election

Following completion of the Preliminary Assessment Roll, the City Commission will adopt a Resolution calling for a special mail ballot election to determine whether a majority of the affected property owners (50% plus one) approve District renewal and the proposed special assessments throughout the renewed term. As the City Clerk, in consultation with the City Attorney's Office, will administer the election, the City Commission will also authorize an MOU between the City and Lincoln Road BID to govern election procedures and ensure reimbursement of the election costs by the Lincoln Road BID.

## 4. Final Hearing of the Mayor and City Commission to (1) Hear Testimony, (2) Decide Whether to Levy Special Assessments, and (3) Meet as an Equalizing Board to Adjust and Equalize Assessments

If a majority of the affected property owners approve renewal of the District, the City Commission shall adopt a Resolution to schedule a public hearing, at which the owners of properties to be assessed, or any other interested persons, may appear before the City Commission, to be heard as to the propriety and advisability of the provision of District Services, and/or the assessments proposed to be levied, the costs thereof, the manner of payment therefor, or the amount thereof to be assessed against each property so serviced.

Following the public hearing, the City Commission shall make a final decision on whether to levy the special assessments by renewing the District. At that time, the City Commission shall also serve as an "equalizing board", to hear and consider any complaints as to the special assessments and, if necessary, adjust the assessments on a basis of justice and right.

Once equalized and approved by a Resolution of the City Commission, a final assessment roll shall be filed with the City Clerk. The special assessments in the final assessment roll will then be confirmed as legal, valid, and binding liens on the assessed properties until paid.

## SUPPORTING SURVEY DATA

The Lincoln Road pedestrian mall is a favorite for locals and visitors, with an estimated 8.1 million visitors annually, according to Placer.ai data reported by Lincoln Road BID, and 56% of residents ranking it as their most frequently visited Miami Beach landmark in the City's 2024 Community Survey. The District's proposed Year One Budget (Exhibit "C") allocates a majority of the revenue derived from property owner assessments to programming and activities that attract residents and visitors alike.

## **FISCAL IMPACT STATEMENT**

Adopting this Resolution has no direct fiscal impact to the City. If the City Commission authorizes the special mail ballot election by subsequent Resolution, the City Clerk's Office will administer the election and the Lincoln Road BID will reimburse all related costs. If the District term is renewed, a new memorandum of understanding (MOU) will be negotiated to outline respective obligations during the renewed term, including an annual administrative fee paid to the City and reimbursement of certain City costs.

## **Does this Ordinance require a Business Impact Estimate?** (FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on . See BIE at:  
<https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

## **FINANCIAL INFORMATION**

The District's Year One Budget (Exhibit "B") relies solely on projected revenue from BID assessments next year (FY 2025), totaling \$1,570,117. In contrast, the FY 2024 Budget, totaling \$1,597,499, included additional revenue from the City (\$160,000 City contribution for Block by Block Ambassador services) and \$12,500 from programming partnerships.

Today, the City and Lincoln Road BID have a separate MOU for environmental maintenance and hospitality services (the "Block by Block MOU"), authorized by Resolution No. 2022-32391, with a final, 1-year renewal term that will commence October 1, 2024, if elected by the City Manager, at their option. According to the Lincoln Road BID, unlike the 2024 Annual Budget, the Year One Budget does not include the City's \$160,000 annual funding, in the event that the Block by Block MOU is not renewed for FY 2025.

## **CONCLUSION**

The attached Resolution shall become effective upon the date of adoption; provided, however, if the special assessment district does not gain approval from a majority (50% plus one) of affected property owners, the Resolution shall be null and void. The Administration recommends the City Commission initiate the renewal of the proposed District by adopting the Resolution. The following step will be for the City Commission, upon adoption of a subsequent Resolution, to call for a special mail ballot election, administered by the City Clerk's Office.

On behalf of its membership, the Lincoln Road BID requests the City Commission provide property owners with the ability to choose whether to continue assessing themselves. If a majority approve, any concerned property owner or member of the public will have the opportunity to address the City Commission at a duly noticed public hearing. Since its formation, the District has served to coalesce a unified voice among Lincoln Road stakeholders and provide services that enhance this prominent commercial district. For these reasons, the Administration is supportive.

## **Attachments**

- A. Resolution No. 2024-32911 dated February 21, 2024
- B. Year One Budget
- C. Budget Narrative and Summary of Services
- D. Preliminary Assessment Roll
- E. Assessment Plat
- F. Assessment Methodologies

**Applicable Area**

South Beach

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

No

**Is this item related to a G.O. Bond Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? Yes**

If so, specify the name of lobbyist(s) and principal(s): Lyle Stern, President – Lincoln Road Business Improvement District, Inc.

**Department**

Economic Development

**Sponsor(s)**

Mayor Steven Meiner

**Co-sponsor(s)**

Commissioner Laura Dominguez  
Commissioner Kristen Rosen Gonzalez  
Commissioner Alex Fernandez  
Commissioner Joseph Magazine

**Condensed Title**

Renew LRBID, Subject to Majority Approval of Affected Property Owners (SM/LD/KRG/AF/JM)  
ED

**RESOLUTION NO. 2024-32911**

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE OFFICES OF THE CITY MANAGER AND CITY ATTORNEY TO WORK WITH THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, INC., FOR THE PURPOSE OF RENEWING THE SPECIAL ASSESSMENT DISTRICT KNOWN AS THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, WHICH IS SET TO EXPIRE IN 2025, PURSUANT TO CHAPTER 170, FLORIDA STATUTES, TO STABILIZE AND IMPROVE THE LINCOLN ROAD RETAIL BUSINESS DISTRICT, WHICH IS LOCATED WITHIN A NATIONALLY RECOGNIZED HISTORIC DISTRICT, THROUGH PROMOTION, MANAGEMENT, MARKETING, AND OTHER SIMILAR SERVICES.**

**WHEREAS**, Chapter 170, Florida Statutes, authorizes any municipality, subject to the approval of a majority of the affected property owners, to levy and collect special assessments against property benefited for the purpose of stabilizing and improving retail business districts, wholesale business districts, or nationally recognized historic districts, or any combination of such districts, through promotion, management, marketing, and other similar services, in such districts of the municipality; and

**WHEREAS**, on April 15, 2015, the Mayor and City Commission adopted Resolution No. 2015-28992, which created a special assessment district to be known as the Lincoln Road Business Improvement District (the "District") for a period of ten (10) years, to stabilize and improve the Lincoln Road retail business district, which is located within a nationally recognized historic district, through promotion, management, marketing, and other similar services; and

**WHEREAS**, the District is bounded on the west by Alton Road; on the east by Washington Avenue; on the north by 17th Street; and on the south by Lincoln Lane South; provided, however, that the following properties are excluded and exempted from the District: (i) residential properties; (ii) properties owned or occupied by a religious institution and used as a place of worship or education (as defined in Section 170.201(2), Florida Statutes); and (iii) common areas owned by condominium associations; and

**WHEREAS**, on November 2, 2015, the City and the Lincoln Road Business Improvement District, Inc. ("Lincoln Road BID"), a not-for-profit, tax-exempt entity registered with the State of Florida, entered into a Memorandum of Understanding (MOU), which set forth the obligations of the Lincoln Road BID to administer the District during the ten (10)-year term of the District; and

**WHEREAS**, the Lincoln Road BID seeks to work with the City to renew the special assessment district pursuant to Chapter 170, Florida Statutes, to continue to stabilize and improve the Lincoln Road retail business district through promotion, management, marketing, and other similar services.

**NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA,** that the Mayor and City Commission hereby authorize the Offices of the City Manager and City Attorney to work with the Lincoln Road Business Improvement District, Inc., for the purpose of renewing the special assessment district known as the Lincoln Road Business Improvement District, which is set to expire in 2025, pursuant to Chapter 170, Florida Statutes, to stabilize and improve the Lincoln Road retail business district, which is located within a nationally recognized historic district, through promotion, management, marketing, and other similar services.

**PASSED and ADOPTED THIS** 21 day of February 2024.

**ATTEST:**

781  
Rafael E. Granado, City Clerk

FEB 23 2024

Steven Meiner  
Steven Meiner, Mayor

APPROVED AS TO FORM AND LANGUAGE & FOR EXECUTION

NK 2-19-24  
City Attorney NK Date

(Sponsored by Mayor Steven Meiner)

- Co-Sponsored by Commissioner Kristen Rosen Gonzalez
- Co-Sponsored by Commissioner Alex J. Fernandez
- Co-Sponsored by Commissioner Laura Dominguez
- Co-Sponsored by Commissioner Joseph Magazine



# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission  
FROM: Alina T. Hudak, City Manager  
DATE: February 21, 2024

SUBJECT: A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE OFFICES OF THE CITY MANAGER AND CITY ATTORNEY TO WORK WITH THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, INC., FOR THE PURPOSE OF RENEWING THE SPECIAL ASSESSMENT DISTRICT KNOWN AS THE LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT, WHICH IS SET TO EXPIRE IN 2025, PURSUANT TO CHAPTER 170, FLORIDA STATUTES, TO STABILIZE AND IMPROVE THE LINCOLN ROAD RETAIL BUSINESS DISTRICT, WHICH IS LOCATED WITHIN A NATIONALLY RECOGNIZED HISTORIC DISTRICT, THROUGH PROMOTION, MANAGEMENT, MARKETING, AND OTHER SIMILAR SERVICES.

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### **RECOMMENDATION**

Approve the Resolution, which is sponsored by Mayor Meiner, to authorize the Offices of the City Manager and City Attorney to work with the Lincoln Road Business Improvement District, Inc. on the renewal process for the special assessment district.

### **BACKGROUND/HISTORY**

On April 15, 2015, the Mayor and City Commission adopted Resolution No. 2015-28992, which created a special assessment district to be known as the Lincoln Road Business Improvement District (the "District") for a period of ten (10) years, to stabilize and improve the Lincoln Road retail business district, which is located within a nationally recognized historic district, through promotion, management, marketing, and other similar services.

The District is bounded on the west by Alton Road; on the east by Washington Avenue; on the north by 17th Street; and on the south by Lincoln Lane South. However, the following properties are excluded and exempted from the District: (i) residential properties; (ii) properties owned or occupied by a religious institution and used as a place of worship or education (as defined in Section 170.201(2), Florida Statutes); and (iii) common areas owned by condominium associations.

On May 20, 2015, the Mayor and City Commission adopted Resolution No. 2015-29026, which called for a special mail ballot election (the "Election") that was held from June 29, 2015 to July 24, 2015, to determine whether a majority (50% plus one) of the affected property owners

approved the creation of the District. Fifty-seven (57) ballots were cast in favor of the creation of the District, three (3) ballots were cast in opposition to the creation of the District, four (4) ballots were rejected as improperly cast, and twelve (12) ballots were not returned.

On July 31, 2015, the Mayor and City Commission approved Resolution No. 2015- 29098, adopting the Official Election Certification of the Canvassing Board for the Election, and setting a public hearing on September 30, 2015, for the owners of the property to be assessed, or any other interested persons, to appear before the Mayor and City Commission and be heard as to the propriety and advisability of making such improvements, as to the cost thereof, as to the manner of payment therefor, and as to the amount thereof to be assessed against each property.

Following the duly noticed hearing on September 30, 2015, the Mayor and City Commission voted to levy the special assessments. Pursuant to Section 170.08, Florida Statutes, the Mayor and City Commission met as an equalizing board to hear and consider any and all complaints as to the special assessments and to adjust and equalize the assessments on a basis of justice and right, following which the Mayor and City Commission adopted Resolution No. 2015-29145, approving the final assessment roll.

On November 2, 2015, the City and the Lincoln Road Business Improvement District, Inc. ("Lincoln Road BID") entered into a Memorandum of Understanding (MOU), which set forth the obligations of the Lincoln Road BID to administer the District, as well as the rights and obligations of the City including, but not limited to, collecting the special assessments and conducting an annual review of the Lincoln Road BID's budget and activities.

The Lincoln Road BID was formally organized and incorporated by filing Articles of Incorporation with the Secretary of State of the State of Florida on October 30, 2015, and was granted a tax exemption under Section 501(c)(6) of the Internal Revenue Code.

## **ANALYSIS**

Created by Carl Fisher in 1912 and reimagined as a pedestrian mall by Morris Lapidus in the 1960s, Lincoln Road is home to retailers, restaurants, cafes, galleries, and operators spanning eight (8) blocks. As originally approved by the City Commission via Resolution No. 2015-29145, the District contains 76 tax folios: 58 properties with Lincoln Road frontage and 18 folios without Lincoln Road frontage.

Following completion of the Lincoln Road Master Plan in 2015, the Mayor and City Commission have reaffirmed their commitment to uphold Lincoln Road's stature as an internationally renowned commercial district. The Lincoln Road Redevelopment Project, re-authorized via Resolution No. 2021-31552, calls for upgrading the pedestrian mall and its landscaping, lighting, street infrastructure, and related improvements.

Complementing the City's physical enhancements, the Lincoln Road BID supports economic development of the District by maintaining and enhancing its commercial tenant portfolio and curating family-friendly cultural programming. New commercial development consistently attracts investment in and around Lincoln Road and leasing activity remains strong as the corridor's inviting outdoor setting draws top brands and retailers. According to data presented in the Lincoln Road BID's Fiscal Year 2024 Annual Report, Lincoln Road is South Florida's most

popular outdoor lifestyle destination based on annual foot traffic counts.

The services administered by the Lincoln Road BID include maintenance and beautification efforts, safety and security initiatives, marketing and promotion campaigns, as well as events and activations that enrich the cultural fabric of our community. Renewing the District for another term will ensure and strengthen the continuation of vital services and programs that have contributed to the success of the commercial district.

If the Mayor and City Commission desire to renew the District for another term, the statutory procedure is identical to the procedure for the initial creation of a business improvement district. Chapter 170, Florida Statutes, authorizes any municipality, subject to the approval of a majority of the affected property owners, to levy and collect special assessments against property benefited for the purpose of stabilizing and improving retail business districts, wholesale business districts, or nationally recognized historic districts, or any combination of such districts, through promotion, management, marketing, and other similar services, in such districts of the municipality.

Pursuant to the existing MOU, the Lincoln Road BID will complete its final assessment year on September 30, 2025. As such, the Lincoln Road BID seeks to work with the City to renew the special assessment district pursuant to the following procedure guided by Chapter 170, Florida Statutes.

- City Commission authorizes the City Administration and City Attorney's Office to work with the Lincoln Road BID to renew the District
- City Commission renews the District, subject to the approval of majority of the affected property owners in a special mail ballot election
- City Commission calls the special election and approves a memorandum of understanding to conduct the election and reimburse the City for its costs
- City Clerk mails election ballots to District property owners, who must return ballots to the City to cast their vote
- Election Canvassing Board certifies election results, City Commission accepts official election certification and sets public hearing before the City Commission acting as the equalizing board, assuming property owners approve in election
- Public hearing for property owners to comment upon renewal of the special assessment district and City Commission adopts final assessment roll
- City Commission authorizes a memorandum of understanding with BID for purposes of administering the District for another 10-year term

The renewal process is anticipated to span approximately one year. Factors such as any modifications to the assessment methodology (if necessary), property owner outreach and engagement, and negotiation of the memorandum of understanding, among others, could impact the projected timeline.

### **LOBBYIST DISCLOSURE**

In accordance with Resolution No. 2023-32857, adopted by the City Commission on December 13, 2023, the following information has been provided by the Administration as it relates to the subject resolution.

1. Was the Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying? Yes



2. If so, specify name of lobbyist(s) and principal(s): Lyle Stern, President and Anabel Llopis, Executive Director - Lincoln Road Business Improvement District, Inc.

**SUPPORTING SURVEY DATA**

The Lincoln Road commercial district is a favorite location for locals and visitors, with 57.4% of residents ranking it among the top locales in the City to visit—recipient of the highest number of votes in the 2022 Community Satisfaction Survey. According to Placer.ai data, as reported by the Lincoln Road BID, approximately 8.1 million people visit Lincoln Road each year.

**FINANCIAL INFORMATION**

Approval of the subject resolution would not have a fiscal impact. However, it is important to note that the City currently supports the Lincoln Road BID's ambassador initiative at approximately \$160,000 annually. Over the years, the City has also provided the Lincoln Road BID with ad hoc financial and operational support for various projects or programs. Should the renewal procedures move forward to completion, the process would culminate with negotiation and approval of a memorandum of understanding that will outline the fiscal impact to the City, if any.

**CONCLUSION**

Formation of the special assessment district has contributed to Lincoln Road becoming a commercial and cultural hub by attracting businesses, tourists, and investment to our city. As the district's operational manager since 2015, the Lincoln Road BID is an important City partner, by ensuring economic resiliency, fostering community engagement, and enhancing quality of life for residents and visitors alike.

The Administration recommends that the Mayor and City Commission approve the resolution authorizing the Offices of the City Manager and the City Attorney to work with the Lincoln Road BID for purposes of renewing the special assessment district, pursuant to Chapter 170, Florida Statutes.

**Applicable Area**

South Beach

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?**

No

**Does this item utilize G.O. Bond Funds?**

No

**Strategic Connection**

Prosperity - Revitalize targeted areas and increase investment.

**Legislative Tracking**

Economic Development

**Sponsor**

Mayor Meiner

**ATTACHMENTS:**

**Description**

▫ Resolution

**EXHIBIT "B"**  
**LINCOLN ROAD BID BUDGET FOR 1ST YEAR, INCLUDING TOTAL ESTIMATE COST OF SERVICES**  
**FISCAL YEAR [2025 - 2026]**

	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTAL
<b>REVENUE</b>													
ASSESSMENT FEES	1,570,117.00	-	-	-	-	-	-	-	-	-	-	-	1,570,117.00
<b>TOTAL REVENUE</b>	1,570,117.00	-	-	-	-	-	-	-	-	-	-	-	<b>\$ 1,570,117.00</b>
<b>EXPENSES</b>													
<b>BID SERVICES &amp; PROGRAMS</b>													
MBPD	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	86,400.00
PROGRAMMING	87,200.00	57,200.00	58,908.00	57,200.00	27,200.00	15,400.00	69,700.00	14,200.00	11,700.00	16,700.00	9,200.00	9,200.00	433,808.00
GROUNDWORK - SIGNAGE/BANNERS	-	-	-	-	-	5,000.00	-	-	-	-	-	-	5,000.00
CONTINGENCY	2,083.33	2,083.33	2,083.33	2,083.33	2,083.33	2,083.33	2,083.33	2,083.33	2,083.33	2,083.33	2,083.33	2,083.33	25,000.00
SPONSORSHIPS	40,000.00	-	-	-	-	-	-	-	-	-	-	-	40,000.00
<b>TOTAL BID SERVICES &amp; PROGRAMS</b>	136,483.33	66,483.33	68,191.33	66,483.33	36,483.33	29,683.33	78,983.33	23,483.33	20,983.33	25,983.33	18,483.33	18,483.33	<b>590,208.00</b>
<b>MARKETING &amp; ADVERTISING</b>													
SOCIAL MEDIA AGENCY RETAINER	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	6,500.00	78,000.00
DIGITAL AGENCY RETAINER	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	42,000.00
PEDESTRIAN DATA	19,500.00	-	-	-	-	-	-	-	-	-	-	-	19,500.00
ADVERTISING ONLINE	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	4,500.00	54,000.00
PHOTOGRAPHY	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
PRINT MEDIA	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
PRINTING - GRAPHIC DESIGN	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
<b>TOTAL MARKETING &amp; ADVERTISING</b>	37,000.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	<b>229,500.00</b>
<b>OFFICE EXPENSES</b>													
<b>PROFESSIONAL SERVICES</b>													
LEGAL FEES & GOVT AFFAIRS	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	36,000.00
CONSULTING FEE	15,833.33	15,833.33	15,833.33	15,833.33	15,833.33	15,833.33	15,833.33	15,833.33	15,833.33	15,833.33	15,833.33	15,833.33	190,000.00
PUBLIC RELATIONS AGENCY RETAINER	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	90,000.00
<b>TOTAL PROFESSIONAL SERVICES</b>	18,833.33	18,833.33	18,833.33	18,833.33	18,833.33	18,833.33	18,833.33	18,833.33	18,833.33	18,833.33	18,833.33	18,833.33	<b>316,000.00</b>
<b>PROFESSIONAL ACCOUNTING FEES</b>													
AUDIT & TAX PREP FEES	7,000.00	7,000.00	-	-	-	-	-	-	-	-	-	-	14,000.00
ACCOUNTING/CONSULTING FEES	725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	8,700.00
<b>TOTAL PROFESSIONAL ACCOUNTING FEES</b>	7,725.00	7,725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	<b>22,700.00</b>
<b>COMMUNICATION SERVICES</b>													
TELEPHONE/INTERNET SERVICE	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	4,200.00
EMAIL FAX SERVICE	36.00	36.00	36.00	36.00	36.00	36.00	36.00	36.00	36.00	36.00	36.00	36.00	432.00
<b>TOTAL COMMUNICATIONS SERVICES</b>	386.00	386.00	386.00	386.00	386.00	386.00	386.00	386.00	386.00	386.00	386.00	386.00	<b>4,832.00</b>
<b>MEETING EXPENSES</b>													
ANNUAL MEETING	-	4,000.00	-	-	-	-	-	-	-	-	-	-	4,000.00
MEETING EXPENSES	500.00	200.00	200.00	200.00	200.00	200.00	200.00	500.00	200.00	200.00	200.00	200.00	3,000.00
<b>TOTAL MEETING EXPENSES</b>	500.00	4,200.00	200.00	200.00	200.00	200.00	200.00	500.00	200.00	200.00	200.00	200.00	<b>7,000.00</b>
<b>TOTAL OFFICE EXPENSES</b>	27,444.33	31,144.33	20,144.33	20,144.33	20,144.33	20,144.33	20,144.33	20,444.33	20,144.33	20,144.33	20,144.33	20,144.33	<b>390,332.00</b>
<b>PAYROLL EXPENSES</b>													
EXECUTIVE DIRECTOR PAYROLL	14,162.50	14,162.50	14,162.50	14,162.50	14,162.50	14,162.50	14,162.50	14,162.50	14,162.50	14,162.50	14,162.50	14,162.50	169,950.00
STAFF PAYROLL	7,585.83	7,585.83	7,585.83	7,585.83	7,585.83	7,585.83	7,585.83	7,585.83	7,585.83	7,585.83	7,585.83	7,585.83	91,030.00
HEALTH INSURANCE	1,850.00	1,850.00	1,850.00	1,850.00	1,850.00	1,850.00	1,850.00	1,850.00	1,850.00	1,850.00	1,850.00	1,850.00	22,200.00
PAYROLL TAXES	1,663.75	1,663.75	1,663.75	1,663.75	1,663.75	1,663.75	1,663.75	1,663.75	1,663.75	1,663.75	1,663.75	1,663.75	19,965.00
PAYROLL FEES & EXPENSES	275.00	275.00	275.00	275.00	275.00	275.00	275.00	275.00	275.00	275.00	275.00	275.00	3,300.00
WORKERS COMP EXPENSES	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	900.00
<b>TOTAL PAYROLL EXPENSES</b>	25,612.08	25,612.08	25,612.08	25,612.08	25,612.08	25,612.08	25,612.08	25,612.08	25,612.08	25,612.08	25,612.08	25,612.12	<b>307,345.00</b>
<b>RENTALS AND LEASES</b>													
RENT EXPENSE	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	38,400.00
EQUIPMENT, SOFTWARE, & SUBS	1,822.00	883.00	427.00	477.00	927.00	883.00	427.00	979.00	1,535.00	655.00	883.00	383.00	10,081.00
<b>TOTAL RENTALS AND LEASES</b>	5,022.00	4,083.00	3,627.00	3,677.00	4,127.00	3,883.00	3,627.00	4,179.00	4,735.00	3,855.00	4,083.00	3,583.00	<b>48,481.00</b>
<b>INSURANCE EXPENSE</b>													
LIABILITY INSURANCE	730.00	730.00	730.00	730.00	730.00	730.00	730.00	730.00	730.00	730.00	730.00	730.00	8,760.00
PREMISES INSURANCE	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	504.00
INSURANCE/OFFICER-DIRECTORS	141.67	141.67	141.67	141.67	141.67	141.67	141.67	141.67	141.67	141.67	141.67	141.67	1,700.00
<b>TOTAL INSURANCE EXPENSE</b>	913.67	913.67	913.67	913.67	913.67	913.67	913.67	913.67	913.67	913.67	913.67	913.67	<b>10,964.00</b>
<b>OTHER EXPENSES</b>													
BANK SERVICE CHARGES & FEES	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	900.00
PARKING & AUTO EXPENSE	305.00	305.00	305.00	305.00	305.00	305.00	305.00	305.00	305.00	305.00	305.00	305.00	3,660.00
MEMBERSHIPS	490.00	750.00	-	-	-	700.00	1,225.00	-	673.00	-	-	-	3,836.00
BUSINESS LICENSES AND PERMITS	-	-	-	-	-	-	-	-	-	45.00	-	700.00	745.00
CITY OF MIAMI BEACH ADMIN FEES	1,194.50	1,194.50	1,194.50	1,194.50	1,194.50	1,194.50	1,194.50	1,194.50	1,194.50	1,194.50	1,194.50	1,194.50	14,334.00
OFFICE SUPPLIES	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	3,000.00
POSTAGE AND DELIVERIES	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	1,500.00
FLORIDA DEPT. OF STATE ANNUAL REPORT	-	-	200.00	110.00	-	-	-	-	-	-	-	-	310.00
<b>TOTAL OTHER EXPENSES</b>	2,439.50	2,699.50	2,149.50	2,059.50	1,949.50	2,649.50	3,174.50	1,949.50	2,622.50	1,994.50	1,949.50	2,649.50	<b>28,287.00</b>
<b>TRAVEL AND ENTERTAINMENT</b>													
TRAVEL AND ENTERTAINMENT	2,500.00	-	-	-	-	-	-	2,500.00	-	-	-	-	5,000.00
<b>TOTAL TRAVEL AND ENTERTAINMENT</b>	2,500.00	-	-	-	-	-	-	2,500.00	-	-	-	-	<b>5,000.00</b>
<b>TOTAL OPERATING EXPENSES</b>	237,414.91	148,435.91	138,137.91	136,389.91	106,729.11	100,385.91	149,954.91	96,581.91	92,510.91	96,002.91	88,685.91	88,885.99	<b>\$ 1,570,117.00</b>

## **EXHIBIT "C"**

### **BUDGET NARRATIVE AND SUMMARY OF SERVICES TO BE PROVIDED**

#### 1. Revenues

The revenues in the attached proposed budget (\$1,570,117) represent the total amount of the special assessments to be collected in the first year of the special assessment district, as detailed in the Preliminary Assessment Roll, attached as Exhibit "D."

#### 2. Administrative and Office Expenses

Administrative and office expenses for the special assessment district shall total \$750,409.

- Staffing costs, including employment benefits, for two employees (an executive director and a staff assistant) shall total \$307,345.
- Office expenses for rent, liability insurance, annual report, audit, accounting, and consulting fees, legal fees and public relations fees shall total \$386,364.
- Other administrative expenses including directors and officer's insurance, licensing and permitting, memberships, meeting expenses, software, equipment, communication services, parking, wire transfer fees to CMB, postage, office supplies and travel shall total \$56,700.

#### 3. Marketing and Advertising Expenses

Marketing expenses shall total \$229,500 and shall include expenditures to attract people to Lincoln Road to shop, dine, and attend special events and holiday activities, as follows:

- Advertising expenses online advertising, social media agency shall total \$132,000.
- Other marketing costs, pedestrian data technology, photography, print media, graphic design and website maintenance shall total \$97,500.

#### 4. BID District Programs

BID District Program expenses, including multiple art installations, Halloween block party event, sponsorships, community wellness programming, holiday programming, and off-duty police and contingency plan, shall total \$590,208, as follows:

- Halloween block event, community wellness programs, temporary art installations, holiday programming related purchases, installation and removal of decorations, technical assistance for programs, rental of equipment for events, and costs of performing artists and related technical crew for presentations shall total \$433,808.
- Miami Beach Police off-duty program shall total \$86,400.
- Sponsorship of South Beach Jazz Festival and Miami New Drama shall total \$40,000.

Total District Expenses: \$1,570,117

**EXHIBIT "D"**  
**PRELIMINARY ASSESSMENT ROLL**

**1. Folios with Lincoln Road Frontage**

Folios with frontage on Lincoln Road shall be assessed at two dollars and twenty cents (\$2.20) per square foot in year 1, with 3% annual increases thereafter. See Assessment Methodologies, attached as Exhibit "F".

No.	Property Address	Lot S. F.	Folio No. (02-3234-)	Assessment
1	1111 Lincoln Rd.	48,000	018-0080	\$105,600
2	1100 Lincoln Rd. <sup>1</sup>	44,353	018-0250	\$97,577
3	1001 Lincoln Rd.	16,189	018-0070	\$35,616
4	1035 Lincoln Rd.	15,000	018-0040	\$33,000
5	1029 Lincoln Rd.	7,500	018-0050	\$16,500
6	1021 Lincoln Rd.	9,262	018-0060	\$20,376
7	1036 Lincoln Rd.	15,000	002-0090	\$33,000
8	1018 Lincoln Rd.	7,500	002-0080	\$16,500
9	1000 Lincoln Rd.	16,500	002-0070	\$36,300
10	1657 Michigan Ave.	7,500	018-0010	\$16,500
11	927 Lincoln Rd.	22,500	018-0020	\$49,500
12	901 Lincoln Rd.	15,000	018-0030	\$33,000
13	930 Lincoln Rd.	15,000	002-0220	\$33,000
14	918 Lincoln Road, #1A <sup>2</sup>	1,554	076-0010	\$3,419
15	920 Lincoln Road, #2A	1,258	076-0020	\$2,768
16	922 Lincoln Road, #3A	1,490	076-0030	\$3,278
17	910 Lincoln Rd	7,500	002-0200	\$16,500
18	900 Lincoln Rd	7,500	002-0190	\$16,500
19	825 Lincoln Rd	22,517	007-0550	\$49,537
20	801 Lincoln Rd.	22,500	007-0540	\$49,500
21	846 Lincoln Rd.	7,500	002-0350	\$16,500
22	838 Lincoln Rd.	15,000	002-0340	\$33,000
23	818 Lincoln Rd.	7,500	002-0330	\$16,500
24	800 Lincoln Rd.	15,000	002-0320	\$33,000
25	741 Lincoln Rd.	11,726	007-0491	\$25,797
26	719 Lincoln Rd. <sup>4</sup>	18,836	007-0490	\$41,439
27	701 Lincoln Rd.	15,000	000-0010	\$33,000

<sup>1</sup> 1100 Lincoln Road shall be assessed based on the square footage of that portion of the lot that lies between Lincoln Road and Lincoln Lane South.

<sup>2</sup> 918, 920, and 922 Lincoln Road form part of a condominium. The common areas owned by the condominium association shall be excluded from the special assessment district.

No.	Property Address	Lot S. F.	Folio No. (02-3234-)	Assessment
28	663 Lincoln Rd. <sup>3</sup>	1,460	219-0010	\$3,212
29	665 Lincoln Rd.	1,465	219-0020	\$3,223
30	667 Lincoln Rd.	1,089	219-0030	\$2,396
31	643 Lincoln Rd.	10,500	000-0030	\$23,100
32	635 Lincoln Rd.	5,250	005-0010	\$11,550
33	631 Lincoln Rd.	5,250	005-0020	\$11,550
34	607 Lincoln Rd.	5,201	005-0030	\$11,442
35	605 Lincoln Rd. #100 <sup>4</sup>	3,310	168-0010	\$7,282
36	605 Lincoln Rd. #110	2,979	168-0020	\$6,554
37	605 Lincoln Rd. #120	3,219	168-0030	\$7,082
38	734 Lincoln Rd.	15,000	003-0040	\$33,000
39	1646 Euclid Ave.	15,000	003-0010	\$33,000
40	730 Lincoln Rd.	7,500	003-0030	\$16,500
41	720 Lincoln Rd.	7,500	003-0020	\$16,500
42	670 Lincoln Rd.	30,000	003-0060	\$66,000
43	600 Lincoln Rd.	15,000	003-0050	\$33,000
44	551 Lincoln Rd.	15,487	005-0050	\$34,071
45	533 Lincoln Rd.	5,250	005-0060	\$11,550
46	521 Lincoln Rd.	5,250	005-0070	\$11,550
47	511 Lincoln Rd.	5,250	005-0080	\$11,550
48	501 Lincoln Rd.	4,987	005-0090	\$10,971
49	532 Lincoln Rd.	16,500	003-0100	\$36,300
50	530 Lincoln Rd.	7,500	003-0080	\$16,500
51	455 Lincoln Rd.	4,987	005-0100	\$10,971
52	433 Lincoln Rd.	10,500	005-0110	\$23,100
53	421 Lincoln Rd.	10,500	005-0120	\$23,100
54	401 Lincoln Rd. <sup>5</sup>	8,736	072-0010	\$19,224
55	500 Lincoln Rd. <sup>6</sup>	8,477	003-0070	\$18,649
56	408 Lincoln Rd. <sup>7</sup>	55,659	006-0020	\$122,450

<sup>3</sup> 663, 665, and 667 Lincoln Road form part of a condominium. The common areas owned by the condominium association shall be excluded from the special assessment district.

<sup>4</sup> 605 Lincoln Road is a condominium. The common areas owned by the condominium association shall be excluded from the special assessment district.

<sup>5</sup> 401 Lincoln Road is a condominium. The common areas owned by the condominium association shall be excluded from the special assessment district.

<sup>6</sup> Only that portion of 1620 Drexel Avenue that is owned or occupied by a religious institution and used as a place of worship or education shall be excluded from the special assessment district. The remainder of the property is included in the special assessment district.

<sup>7</sup> 408 Lincoln Road shall be assessed based on the square footage of that portion of the lot that lies between Lincoln Road and Lincoln Lane South.

**2. Folios without Lincoln Road Frontage**

Folios without Lincoln Road frontage shall be assessed at twenty-two cents (\$0.22) per square foot in year 1, with 3% annual increases thereafter. See Assessment Methodologies, attached as Exhibit "F".

No.	Property Address	Lot S. F.	Folio No. (02-3234-)	Assessment
57	1681 Lenox	16,000	004-0800	\$3,520
58	1685 Lenox	8,000	004-0790	\$1,760
59	1664 Lenox	11,765	004-0850	\$2,588
60	1056 17 Street	8,000	004-0780	\$1,760
61	1000 17 Street	8,000	004-0770	\$1,760
62	1680 Michigan, #100 <sup>8</sup>	1,933	178-0010	\$425
63	1680 Michigan, #101	603	178-0020	\$133
64	1680 Michigan, #103	763	178-0030	\$168
65	1691 Michigan Ave.	76,500	004-0690	\$16,830
66	1688 Meridian Ave.	18,750	007-0600	\$4,125
67	1680 Meridian Ave.	11,250	007-0590	\$2,475
68	1674 Meridian Ave.	8,250	007-0580	\$1,815
69	723 N. Lincoln Lane	20,563	007-0520	\$4,524
70	1675 Meridian Ave.	49,938	007-0530	\$10,986
71	500 17 Street	66,649	000-0093	\$14,663

<b>Total for properties with Lincoln Road frontage</b>	<b>56 Folios</b>	<b>\$1,502,585</b>
<b>Total for properties without Lincoln Road frontage</b>	<b>15 Folios</b>	<b>\$67,532</b>
<b>TOTAL FOR PROPERTIES WITHIN DISTRICT</b>	<b>71 Folios</b>	<b>\$1,570,117</b>

<sup>8</sup> 1680 Michigan is a condominium. The common areas owned by the condominium shall be excluded from the special assessment district.



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City of Miami Beach  
 July 15, 2024  
 Draft for discussion only

**Proposed Lincoln Road Business Improvement District Renewal**  
 Draft Preliminary Assessment Roll

BID Properties       Parcels not within BID





## EXHIBIT "F"

### ASSESSMENT METHODOLOGIES

The following assessment methodologies (i.e., formulas) shall apply to properties within the proposed special assessment district:

1. Property with Lincoln Road frontage

Properties that front Lincoln Road shall be assessed at the rate of two dollars and twenty cents (\$2.20) per square foot of the lot size, based on the size of the ground floor only, in Budget Year 1, with 3% annual increase thereafter.

2. Property without Lincoln Road frontage

Properties that do not front Lincoln Road shall be assessed at the rate of twenty-two cents (\$0.22) per square foot of the lot size, based on the size of the ground floor only, in Budget Year 1, with 3% annual increase thereafter.

3. Property owned or occupied by a religious institution

Property owned or occupied by a religious institution and used as a place of worship or education shall be excluded and exempted from the proposed special assessment district. Section 170.201(2) defines "religious institution" as any church, synagogue, or other established physical place for worship at which nonprofit religious services and activities are regularly conducted and carried on. If any portion of a property owned by a religious institution is not used as a place of worship or education, that portion of the property shall not be excluded or exempted from the proposed special assessment district.

4. Property owned by a condominium association

Any common areas owned by condominium associations and located on the ground floor of a condominium shall be excluded and exempted from the proposed special assessment district. The following property addresses include common areas owned by condominium associations and located on the ground floor: 401 Lincoln Road, 605 Lincoln Road, 663-667 Lincoln Road, 918-922 Lincoln Road, and 1680 Michigan Avenue.

5. 408 Lincoln Road and 1110 Lincoln Road

With respect to 408 Lincoln Road and 1110 Lincoln Road, the special assessment shall be calculated based on the square footage of only that portion of property that lies north of Lincoln Lane South.