



DOWNTOWN MIAMI

Mission:

Make Downtown Miami the most livable urban center in the nation and strengthen its position as the international center for commerce, culture, and tourism



- The Miami Downtown Development Authority is an independent taxing authority, a public-private, non-profit business organization that strives to develop Miami's downtown area.
- 15-member board



Miami DDA is dedicated to making Downtown a vibrant community

- ✓ **improving the quality of life to attract and retain employers, employees, residents, and visitors**
- ✓ **ensuring Downtown is business-friendly, compelling, and competitive**
- ✓ **creating an environment that gives businesses the tools to be competitive and create jobs**
- ✓ **contributing to diversifying the economy and strengthening Miami's world-class position**
- ✓ **building on strengths of leading industries and leveraging strategic advantages to expand tourism and overall economic base.**



Miami is not the same City it was five years ago, nor the same city it will be five years from today

- ✓ **Since 2002, Miami has benefited from strong business and civic leadership, which has opened the door to over \$13 billion of development and investment.**
- ✓ **Since 2004, there have been 16,000 residential units completed and another 7,000 are under construction in Downtown Miami.**
- ✓ **The downtown residential population in the 2000 U.S. Census (20,000) will more than double by the 2010 Census (40,000 projected).**
- ✓ **There are over 5,000 hotel rooms in downtown, and 1,000 under construction.**



Retail/Restaurants:

- ✓ **Since 2006, over 50 new retail and restaurant businesses have opened in downtown**
- ✓ **"Retail follows rooftops" - DDA is actively recruiting new businesses to support additional demand from new residents and office workers.**



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FOCUS
ON
TRANSPORTATION

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Physical Plant

- Engaging County, City and State to focus on Downtown improvements
- CIAB - continued support and moving forward
- Global Agreement



REVAMP THE RAMPS



CODE ENFORCEMENT INITIATIVE



AMBASSADOR PROGRAM



DOWNTOWN ENHANCEMENT TEAM



UPGRADING GREEN SPACES AND POCKET PARKS



Lehman Sculpture
Before



CURRENTLY
PLANTING AND
INSTALLING
AMENITIES





PAVERS AND LANDSCAPING INSTALL



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IDENTIFY AND ADDRESS “NEGLECTED CORNERS”

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ADDRESS TRASH PICKUP AND STORAGE PROBLEMS



DOWNTOWN BEAUTIFICATION PROJECT

NEW SIDEWALKS,
CROSSWALKS AND
PLANTERS



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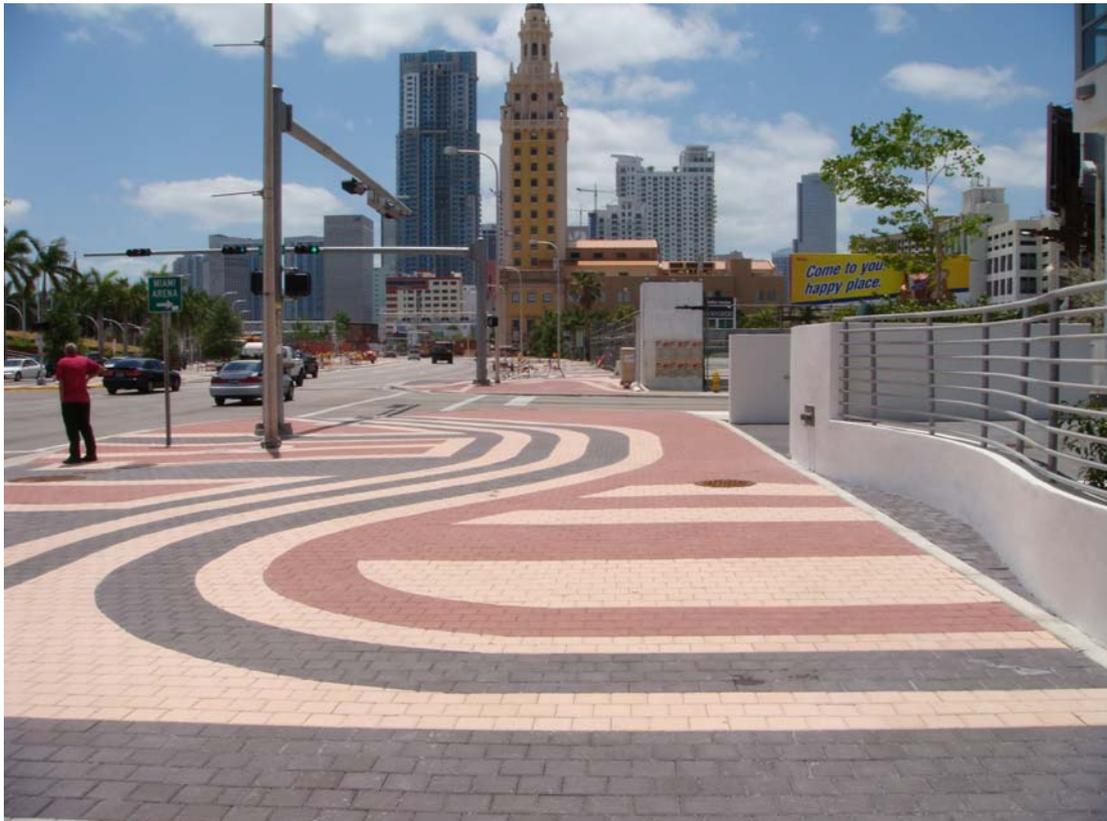
DEVELOP WINTER CONCERT SERIES

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ROBERTO
BURLE
MARX

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UPDATE AND RETOOL DOWNTOWN MASTER PLAN



Become a possibilitarian. No matter how dark things seem to be or actually are, raise your sights and see possibilities - always see them, for they're always there.

~Norman Vincent Peale