MIAMI DDA

- Established in 1967
- Independent agency of the City
- Overseen by a 15-member board
- Funded by a property surtax (0.0475%)
- 2 square miles

DISTRICTS:
- Arts and Entertainment District
- Central Business District
- Brickell

FOCUS:
- Urban Design & Transportation
- Business Development & Research
- Marketing & Communications
- Enhanced Services
- Advocacy
- **$15.1 Billion** taxable property value (up 160% since 2000)
- *generates* **40%** of Miami’s total tax base
- greater **economic output** than PortMiami, MIA or Disney World
- Welcomes over **200,000** people on a daily basis.
Downtown’s residential population **doubled** the in the past decade.

- Residents: 80,750
- 50% population between 25-44
- 15,800 families
  - 8,500 with children

**Average Household Income:**
- Miami Dade County: $69,067
- **DDA District** $109,317

**13,000 residential units in the pipeline.**
Downtown Miami is the State’s leading employment center:
- 19 Million SF Class A + B Office
- Nearly 150,000 employees

Major Sectors:
- Professional Services (legal, banking)
- Government

1 Million SF+ Office under construction
Trend:
- 27 co-working spaces

DDA Initiatives:
- Corporate Recruitment
- Finance & Tech
Arts, Culture & Entertainment
• AAA / Miami Heat
• Arsht Center
• Perez Art Museum Miami
• HistoryMiami
• Olympia Theater
• MOAD @ Freedom Tower
• Frost Science Museum (2016)

Major Events
• Ultra
• Fitness (Marathon, Corp. Run…)
• Miami Book Fair International
• Miami International Film Festival
• Formula E ePrix Miami
• 4th of July, New Years

Shopping & Dining
• 350+ restaurants
• 2.3 Million SF retail in the pipeline
Home to most 4 & 5 Star new-built hotel inventory in Florida

Currently 7,500 Hotel Rooms
- 3,500 new rooms to come

Openings in 2015:
- East (263)
- Homewood Suites (102)
- Embassy Suites (247)
- ME Hotel (129)
- Langford Hotel (85)

Miami is Cruise Capital of the World
(5 Million + Passengers/year)

MIA - 20 Million arrivals annually
REAL ESTATE

Under Construction:
6,213 Condos
3,767 Dedicated Rental Units
1,792 Hotel Units
1,108,500 SF Office
1,491,781 SF Retail

Planned:
3,005 Condos
2,070 Hotel Units
876,745 SF Retail
602,000 SF Meeting Space
MOBILITY

METRO RAIL
- Brickell Station
- Govt. Center Station
- Overtown Station
- “New” AirportLink (Orange Line)

METROMOVER
- 21 Stations FREE

RUBBER-TIRE
- Metrobus
- Miami Trolley FREE

PRIVATE
- Citi Bike (bike sharing)
- Car2Go / Zipcar (car sharing)
- Uber / Lyft (ride sharing)
- FreeBee (golf cart)
- Water Taxi
Miami Central Station
**All Aboard Florida / MiamiCentral (2017)**
- Intercity rail service linking Miami and Orlando
- Mixed use “grand central terminal” linking all transit modes in Downtown

**Tri-Rail Downtown Link (2017)**
- Extension of existing Tri-county commuter rail service to Downtown Miami

**Tri-Rail Coastal Link (planned)**
- New Tri-county commuter rail service along FEC connecting South Florida’s urban centers

**Baylink (planned)**
- Light rail connecting Downtown and Miami Beach

**Miami Streetcar (planned)**
- Light rail connecting Downtown to emerging neighborhoods to the north (Edgewater, Wynwood, Midtown, Design District)

**East/West Rail or BRT (planned)**
- Rapid rail or Bus Rapid Transit connecting western suburbs (Sweetwater, Doral, FIU) to MIC and/or Downtown
CAPITAL IMPROVEMENTS

Baywalk / Riverwalk
Flagler Street
The Underline
I-395
Signage & Wayfinding
So. Miami Avenue
THANK YOU