

South Miami Hometown Inc.



August 26, 2019

RE: Downtown Business Improvement District

Dear Downtown South Miami Stakeholders,

On behalf of South Miami Hometown Inc. (The downtown South Miami Property Owners Association) and the Red Sunset Merchants Association of South Miami, we are respectfully requesting that you support the proposed Business Improvement District (BID) that has been proposed and so desperately needed to help the downtown South Miami business district ("downtown") better compete in our ever changing South Florida market.

After years of efforts between the two associations, the City and our consultants, we are finally in a position to move the BID process forward and hopefully to completion.

The Associations have asked the City to take on more responsibility and pay for more of the costs of this effort to create the BID, and the City Commission and Administration have supported this effort and as such have approved placing the item before the downtown property owners for approval.

Enclosed with this letter is the official notification from the City, as well as your ballot for each parcel you own and a summary of what the BID will do. Additional information is available on the City's website (www.cityofsouthmiamifl.gov) as indicated in the City Manger's letter, including the Business Plan.

In general, the BID will provide to the downtown, programs that include marketing, landscaping and aesthetics, special events, advocacy, maintenance and public relations. Downtown South Miami needs a tool like this to compete for consumers and businesses with more and more destinations that are emerging throughout Miami-Dade County. The BID is also a concept that has successfully been implemented in such areas as Miracle Mile, Coconut Grove, Lincoln Road and Wynwood.

This is the perfect tool to help every property owners and merchant of the downtown to succeed as the Shops of Sunset reposition to also positively impact our neighborhood which has suffered economically in recent years.

Please consider our request, it is not asking a lot and there is no better and more economical way of helping our downtown at a time that it so desperately needs the help.

The two Association encourage you to vote yes on the creation of the South Miami BID.

Thank you for your consideration.

Sincerely,

Brandon Lurie, Board Member, South Miami Hometown, Inc., & Red Sunset Merchants Association

August 26, 2019



Downtown South Miami Property Owners

Re: Downtown South Miami Business Improvement District

Dear Downtown South Miami Property Owner:

On August 5, 2017, the South Miami City Commission adopted Resolution No.168-17-14969 authorizing the creation of a special assessment district which must be approved by a majority of affected property owners. A copy of that resolution is attached to this letter. The District shall be known as the Downtown South Miami Business Improvement District.

Pursuant to Florida Statute Chapter 170, the South Miami City Clerk shall have on file a Preliminary Assessment Roll showing the lots to be assessed and the amounts to be assessed to the properties.

The City of South Miami is conducting a mail-in ballot election during the period from September 5, 2019 until November 20, 2019. Affected property owners will also have an opportunity to cast a ballot in person during an open house regarding the BID to be held at Town Kitchen and Bar, located at 7301 SW 57th Ct, South Miami, FL 33143 on September 17, 2019 from 7 a.m. until 11 a.m. The open house will also be an opportunity for property owners to ask questions and learn more about the BID.

The ballot and a self-addressed, stamped, envelope for mailing of your ballot to the City Clerk has been enclosed with this letter your ballot must returned to the City Clerk by November 20, 2019 of receipt of the Ballot.

Completed ballots shall be mailed to;

Office of the City Clerk
City of South Miami
6130 Sunset Drive
South Miami, FL 33143-5040

Additionally, if you would like to request that your ballot(s) be picked up, you may call the Office of the City Clerk at 305-663-6640.

Additionally, more information regarding the proposed Business Improvement District, including the Business Plan, is available under Latest News on the city's website at www.southmiamifl.gov

If you own more than one property, you must complete a separate ballot for each folio number.

Sincerely,

Steven Alexander
South Miami City Manager



Downtown South Miami Business Improvement District

Property Owner Election

BALLOT

Folio Number: «Folio»

Please mark this ballot yes or no, fill out and sign it, and place it in the return envelope.

Ballot Question (please select yes or no)

Shall a special assessment district known and designated as the Downtown South Miami Business Improvement District be created with an estimated total assessed budget of \$234,117, which is to be funded by special assessments against benefited Downtown South Miami properties as identified in the attached map?

___ Yes

___ No

I, _____, am the Property owner of Folio # «Folio» located at «Property_Address» in the City of South Miami, and am duly authorized to vote in favor or against the creation of the Downtown South Miami Business Improvement District.

Signature: _____

Date: _____

