



Life's Just Better Here

Wilton Drive Improvement District 2023 Goals and 2022 Accomplishments

December 2022

Mission

The Mission of the Wilton Manors Improvement District (WDID) Board is to create a safer, more economically viable, more attractive Wilton Drive.

Members

Claudia Castillo, Chair
Josie Smith Malave, Vice Chair
Matthew Dreger
Paul Hugo

2023 Goals and Objectives

Safety

- Continue to advocate to FDOT and the City for improved pedestrian and bicycle amenities.

Marketing

- Continue to provide aggressive marketing efforts to bring visitors and residents to Wilton Drive. The focus for 2023 will be targeted geofenced marketing to the South Florida region.
- Advocate for small, boutique hotel on Wilton Drive.
- Advocate for hotel at Wilton Drive Municipal Complex redevelopment.
- Maintain and grow the wiltondrive.org website and social media presence.
- Continue efforts to create a series of smaller street events to promote business on the Drive.
- Contribute to the success of the annual Stonewall Festival.
- Create and execute a business of the month program.

Beautification

- Continue to provide funding, input and leadership on the Wilton Drive Landscape/Streetscape Design and Construction. In addition to installation of irrigation system and landscaping, the focus for 2023 will be street furniture and improved lighting, and additional landscaping.

2022 Accomplishments

Safety

- Advocated for safety, design, density, zoning and land use changes in the Arts and Entertainment District that promote the Board's mission.

- Successfully advocated for an additional crosswalk at NE 8 Avenue, as well as additional safety elements at the existing NE 11 Avenue crosswalk.

Marketing

- Maintained and grew the wiltondrive.org website and social media presence.
- Authorized and funded for two immensely successful digital marketing campaigns that ran from October 2021 until June 2022.
- Created and executed the 2nd annual “Deck the Drive” Holiday Lighting Contest, partnering with a local business owner for prize money.
- Continued to support the Stonewall Street Festival and Parade.
- Authorized funding for additional ride share discounts to encourage Stonewall attendees to leave their cars at home.
- Executed three newsletters to Wilton Drive business and property owners.
- Cosponsored the Community Affairs Bike Safety Event.

Beautification

- Successfully advocated for height and density changes to the Arts and Entertainment District.
- Advocated that the City Commission consider requiring smaller format commercial space (400 to 600 sf) in mixed use buildings in exchange for a bonus floor.
- Successfully advocated for the painting of both sides of the bridge on Wilton Drive, to be known as the Rainbow Bridge.
- Funded the purchase of a bike repair station to be placed on Wilton Drive.
- Funded the purchase of 12 decorative trash bins to be placed on Wilton Drive.
- Dedicated WDID resources and funding to create and execute a municipal holiday decoration design on Wilton Drive. The project included upgrades to the holiday tree, a locks of love box, new holiday banners sponsored by WMBA and WMEG, and the first ever decorations on pedestrian lighting poles.
- Supported the painting of Wilton Drive parking meters by Vice Chair Castillo.
- Continued to fund trash pickup on Wilton Drive four times a week.
- Created an ad hoc committee to design and execute the first ever integrated municipal holiday decorations scheme on Wilton Drive.
- Continued to provide funding, input and leadership on the Wilton Drive Landscape/Streetscape Design and Construction.
- Continued the fundraising campaign to encourage private sector participation in the Wilton Drive beautification efforts, which resulted in more than \$10,000 in contributions.

2020 Accomplishments

- Created and funded the design and installation of new Simply Love banners.
- Advocated for suspension of parking enforcement on Wilton Drive to encourage patronizing of Drive businesses during the pandemic.
- Supported wiltonart's wire sculpture project.
- Maintained and grew the wiltondrive.org website and social media presence.
- Created and implemented three videos promoting Wilton Drive.
- Issued biannual WDID newsletters to property owners.
- Created and marketed a Wilton Drive shirt.
- Created cling stickers for posting in Wilton Drive business windows.
- Increased contract trash removal on Wilton Drive from three to four times per week.
- Executed a Request for Proposals for Public Relations and Marketing Services.
- Sponsored the 2020 Stonewall Street Festival and Parade.
- Relected Chair LoGrande and Vice Chair Blevins for 2020.

2019 Accomplishments

- Continued to provide input and leadership on the Wilton Drive Landscape/Streetscape Design, including:
 - Advocating for larger shade species
 - Advocating for the elimination of ecobins
 - Advocating for the retention of existing bench and trash bin design
 - Establishment of street furniture locations
- Allocated assessment funding to be utilized on the landscape and irrigation construction.
- Advocated for suspension of parking enforcement on Wilton Drive during roadway construction.
- Responsible for a digital public relations campaign to encourage daytime traffic to Wilton Drive through "Wilton Wednesdays" which included vender and ride sharing discounts.
- Maintained and grew the wiltondrive.org website and social media presence
- Transitioned wiltondrive.org from construction mitigation efforts to promoting Drive businesses.
- Responsible for three videos promoting Wilton Drive.
- Responsible for renderings of the future of Wilton Drive.
- Responsible for the creation of the Welcome to Wilton Drive mural at 2000 Wilton Drive.
- Held a joint meeting with the Economic Development Task Force to discuss mutual interest issues.
- Issued biannual WDID newsletters to property owners.

- Advocated for a collaboration between Wilton Manors and Fort Lauderdale to enhance the appearance of the NE 4th Av/Wilton Drive bridge for the Pride of the Americas event in April 2020.
- Initiated a fundraising campaign to encourage private sector participation in the Wilton Drive beautification efforts.
- Created cling stickers for posting in Wilton Drive business windows.
- Contracted for trash removal from Wilton Drive 3 times per week
- Sponsored the 2019 Stonewall Street Festival and Parade
- Reelected Chair LoGrande and Vice Chair Blevins for 2020.

2018 Accomplishments

- Created a logo and brand standards
- Contracted for the design and installation of WDID banners on Wilton Drive
- Contracted for the pressure washing of the sidewalks of Wilton Drive
- Contracted for trash removal from Wilton Drive 3 times per week
- Sponsored the 2018 Stonewall Street Festival and Parade
- Sponsored the monthly Wilton Drive Art Expo.
- Provided input and leadership on the Wilton Drive Lane Elimination roadway construction design.
- Provided input and leadership on the Wilton Drive Landscape/Streetscape Design.
- Created recommendations to the City Commission for a Wilton Drive Construction Mitigation Program.
- Contracted for a public relations campaign to educate Wilton Drive businesses about the construction and to attract business during the construction.