

WILTON DRIVE IMPROVEMENT DISTRICT

August 2023

Mission

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

Recommendations

The Wilton Drive Improvement District (WDID) urges the Wilton Manors City Commission to extend the duration of the District's tenure for an additional five years.

The WDID respectfully requests the following modifications to Ordinance 2014-0011:

- The number of required meetings go from 12 to 4, with additional meetings being permissible if needed.
- The Board be reduced from seven members to five members with two property owners, two tenant business owners and one resident as described in the ordinance.
- Broaden the definition of affiliation or eliminate the requirement that a board member must be an officer of the corporation or a member or manager of a limited liability company. Allow a district property owner to designate a person of their choosing to represent them on the board.

If permitted to continue to achieve its mission, the WDID Board would work to achieve the following goals:

2024-2029 Goals

Safety

- Continue to advocate for speeding enforcement and traffic calming on Wilton Drive.
- Continue to advocate to FDOT and the City for improved pedestrian and bicycle safety. Specifically:

Lighting

- Installation of additional cobra mastheads approved by FDOT and being installed by FPL
- Additional intersection lighting at Wilton Drive and NE 21 Court

Crosswalks

- Liaise with FDOT on the installation of improvement to the crosswalk at Bona.
- Liaise with FDOT on the installation of a new crosswalk at NE 8 Avenue.

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Signage

- Liaise with FDOT on the installation of an additional digital “Watch Your Speed” sign at the south end of Wilton Drive

Economically Viable and Attractiveness

- Continue to fund trash pickup four times a week
- Continue to fund public relations and marketing for Wilton Drive, and improve the brand
- Add ten branded trash bins
- Consider adding additional street furniture
- Installation of “uplighting” of sidewalk trees and groundcover.
- Contribute funding to improvements to landscaping
- Continue to fund and execute holiday decor
- Electrification of all pedestrian poles to enhance holiday decor
- Locate new venue and oversee design of a new selfie location
- Install bicycle repair station
- Powerwash sidewalks every 3-5 years

Thank you for your consideration.

Respectfully,

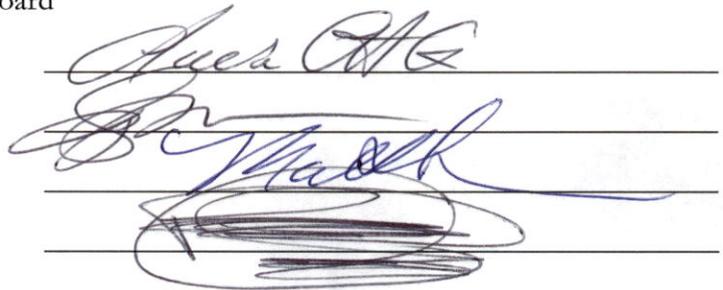
The Wilton Drive Improvement District Board

Claudia Castillo, Chair

Josie Smith Malave, Vice Chair

Matthew Dreger, Member

Paul Hugo, Member



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Accomplishments 2015-2023

2022 Accomplishments

- 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.
- 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 local business owners 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, 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.
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- 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.
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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.

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 vendor and ride sharing discounts.
- Maintained and grew the wiltondrive.org website and social media presence
- Transitioned wiltondrive.org from construction mitigation efforts to promoting Wilton Drive businesses.

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- 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.