



*Life's Just Better Here*

Wilton Drive Improvement District  
2020 Accomplishments  
Goals for 2021

November 2020

**Mission**

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

**Members**

**Anthony LoGrande, Chair**  
**Doug Blevins, Vice Chair**

**Vicki Baisden**  
**Mitchell Bloch**  
**Claudia Castillo**

**Matthew Dreger**  
**Paul Hugo**

**2021 Goals and Objectives**

- Continue to provide funding, input and leadership on the Wilton Drive Landscape/Streetscape Design.
- Continue to provide aggressive marketing efforts to bring visitors and residents to Wilton Drive.
- Advocate for safety, design, density, zoning and land use changes in the Arts and Entertainment District that promote the Board's mission.
- Maintain and grow the wiltondrive.org website and social media presence.
- Contribute to the success of Wilton Manors participation in the annual Stonewall Festival.
- Initiate efforts to create a series of smaller street events to promote business on the Drive.

**2020 Accomplishments**

The COVID-19 pandemic has severely limited the WDID Board's ability to move the needle forward in achieving our mission. It must be acknowledged that the pandemic has devastated the businesses of Wilton Drive, the City, Broward County, and the nation.

Nevertheless, the Board made incremental progress in the following areas:

- Allocated \$60,000 to the Wilton Drive Landscape and Irrigation project.
- Advocated for the redevelopment of Wilton Drive through the redesign of the urban form and increasing "by right" density.
- Advocated for the inclusion of microbreweries and similar businesses be permitted on Wilton Drive.
- Advocated for a collaboration between Wilton Manors and Fort Lauderdale to enhance the appearance of the NE 4<sup>th</sup> Av/Wilton Drive bridge for the Pride of the Americas event in April 2020. Provided funding support for the project.

- Initiated a fundraising campaign to encourage private sector participation in the Wilton Drive beautification efforts, which resulted in \$,8300 in contributions.
- Continued to provide input and leadership on the Wilton Drive Landscape/Streetscape Design.
- 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 4<sup>th</sup> 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
- Relected 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.