



Life's Just Better Here

Wilton Drive Improvement District 2022 Goals and 2021 Accomplishments

October 2021

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 (2015 – 2021)

Vicki Baisden (2018 – 2021)

Mitchell Bloch (2018-2021)

Claudia Castillo

Matthew Dreger

Paul Hugo

Josie Smith-Malave

John Zeiba

2022 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 2022 will be targeted geofenced marketing to Tampa, St Petersburg, and Orlando.
- 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 a street map with all Wilton Drive businesses represented.

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 2022 will be street furniture and improved lighting.

2021 Accomplishments

Safety

- Advocated for safety, design, density, zoning and land use changes in the Arts and Entertainment District that promote the Board's mission.
- Succeeded in advocating to FDOT achieving an additional crosswalk at NE 8 Avenue, as well as additional safety elements at the existing Bona crosswalk.

Marketing

- Maintained and grew the wiltondrive.org website and social media presence.
- Continued to provide aggressive marketing efforts to bring visitors and residents to Wilton Drive.
- Created and executed the first ever "Deck the Drive" Holiday Lighting Contest, partnering with a local business owner for prize money. 17 Wilton Drive businesses participated in the contest, and wiltondrive.org drew hundreds of additional followers.
- Advocated for and financially supported the first ever Island City Car Show.
- Continued to support the Stonewall Street Festival and Parade.

Beautification

- Advocated for the redevelopment of Wilton Drive through the redesign of the urban form and increasing "by right" density, as well as advocating for additional permitted uses on Wilton Drive.
 - Created an ad hoc committee to design and execute the first ever integrated municipal holiday decorations scheme on Wilton Drive.
 - Advocated for completion of painting the west side of the Rainbow Bridge and coordinated a celebration of the achievement. This followed the collaboration between Wilton Manors and Fort Lauderdale to enhance the appearance of the NE 4th Av/Wilton Drive bridge. Provided funding support for the project.
 - 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.
- 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.