

An aerial photograph of the Lincoln Road District in Miami. The scene is dominated by a row of tall, lush green palm trees that line a wide pedestrian walkway. In the center, a vibrant red canopy covers a section of the path. To the right, a curved, white building with large windows and a sign that reads "ARMA MIA" is visible. The ground is decorated with a black and white striped pattern. In the foreground, a small, green, oval-shaped mini-golf course with a red border and blue poles is situated. Several people are seen walking along the path, adding a sense of activity to the scene.

LINCOLN ROAD DISTRICT

A stylized logo graphic consisting of three parallel, slanted white lines of increasing length, positioned to the right of the text.

LINCOLN RD
LINCOLN ROAD BUSINESS IMPROVEMENT DISTRICT

ABOUT

Imagine hosting your event on one of the most iconic streets in the world and the cultural and civic hub for the Miami Beach community.

Whether you're activating for a major brand, a meeting planner looking to create unforgettable experiences for guests or hosting a private event, Lincoln Road is the venue for you—and the Lincoln Road Business Improvement District is the conduit to help you find a venue that will match the tone of your event perfectly.

The Lincoln Road BID lives and breathes the Lincoln Road District. We are responsible for the promotion, management and marketing of the world-renowned pedestrian promenade, ensuring your event is in a safe, vibrant and beautiful space year-round. We also have intimate knowledge of all the restaurants, venues and hotels located within the district and excellent relationships with the proprietors. In addition, we also hold a master special events permit from the City of Miami Beach, making planning an event on city streets a breeze.

The BID hosts weekly events, including complimentary yoga on Sundays, Beat the Gym classes with Tony Thomas on Saturdays, weekly farmers markets and many other events that keep Lincoln Road one of the most visited destinations for locals and tourists every year.



THE HISTORY OF LINCOLN ROAD



Around 1960, famed Miami Beach architect Morris Lapidus, whose credits include the Fontainebleau and Eden Roc hotels, was commissioned to redesign Lincoln Road, the city's major thoroughfare connecting the bay to the ocean. His design was complete with gardens, fountains, shelters, architectural follies, shade structures—each exploiting a 20th-century technology in concrete construction (i.e., folded plates, cantilevers, floating slabs, etc.)—and an amphitheater reflecting the MiMo style he pioneered in the 1950s. The road was closed to traffic and became one of the nation's first pedestrian malls.



LINCOLN ROAD TODAY

Situated in the heart of Miami Beach, Lincoln Road is a premier retail, lifestyle and cultural destination home to over 200 restaurants, cafés and shops, entertainment and cultural offerings. In 2022, Lincoln Road ranked as the most-visited open-air destination in South Florida, with over 8 million visitors.

Affectionately referred to as “Miami’s living room,” nothing is as quintessentially Miami Beach as Lincoln Road. The iconic pedestrian promenade—often likened to Barcelona’s La Rambla or Paris’ Champs-Élysées—is where models walk their dogs after runway shows, where stylish boulevardiers stroll past window shoppers, and where café culture overrules standard business meetings. Notable retailers include global brands such as Nike, Anthropologie, Zara, Adidas and H&M, plus smaller boutiques.

Cultural lovers will find refuge in the Lincoln Road District, home to the New World Symphony, Colony Theatre, Oolite Arts and other galleries, and live music and festivals. Steps away is the Miami Beach Convention Center, which welcomes world-renowned Art Basel Miami Beach every December.

lincolnrd.com | [@lincolnrd](https://www.instagram.com/lincolnrd)



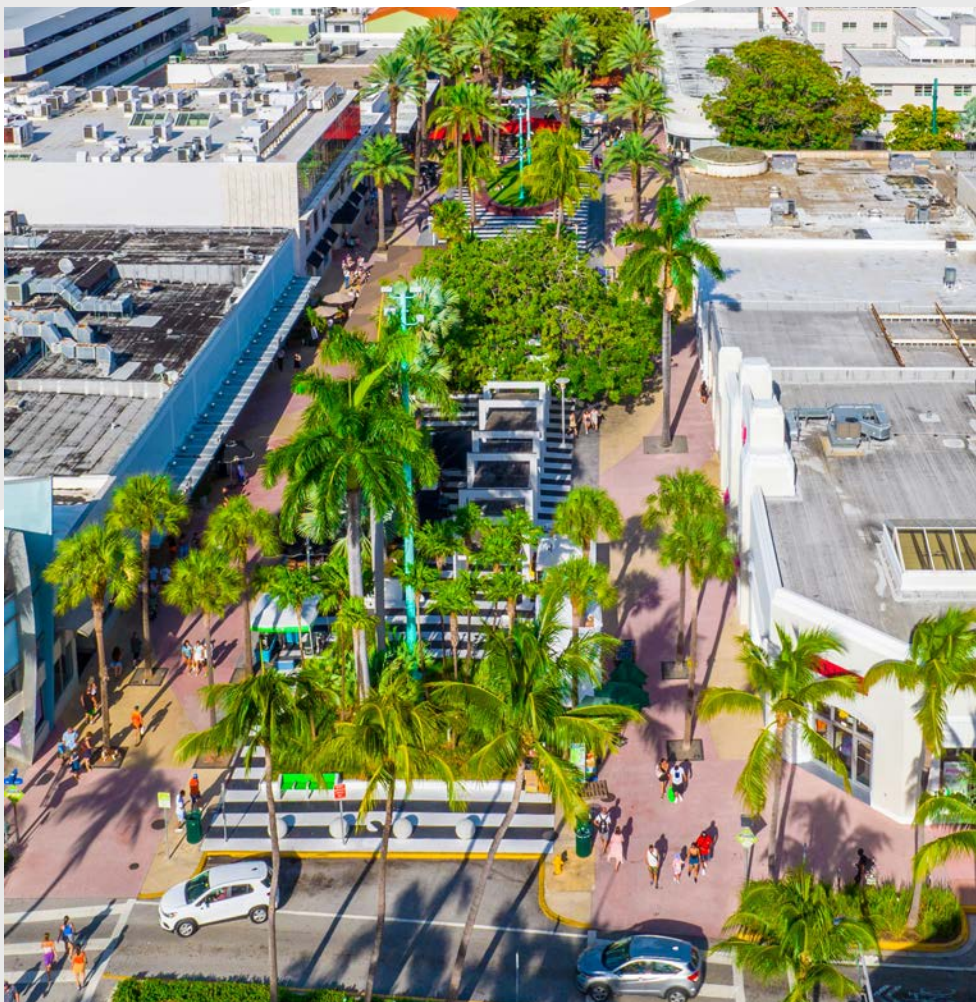
ART IN THE DISTRICT

The Lincoln Road BID and the City of Miami Beach invest thousands of dollars annually on public art and installations, enhancing the experience for event attendees and pedestrians. At any given time, you might be surrounded by works by local, national and international artists, which can serve as centerpieces for your private event. Examples of current and past artwork on Lincoln Road:

- **Steel-and-Glass Concave:** In 2010, artist Dan Graham created an homage to Morris Lapidus with his “Morris” installation. With concave and convex lenses, the pavilion’s surfaces create an anamorphic “fun house” reflection for people inside perceiving themselves and others superimposed.
- **Morris Lapidus-Designed Fountain:** Local artist Carlos Alves was commissioned in 2004 for an art intervention of a fountain originally designed by Morris Lapidus. Overlaid with ceramic mosaic tiles depicting underwater scenes with fish, coral and seashells, “Save Our Reefs” is a message of conservation and a reminder of the natural beauty of Miami Beach’s shoreline.
- **The Sculpture of Richard Orlinski:** From November 2022 to August 2023, Lincoln Road showcased 14 giant, electrifying sculptures by renowned French artist Richard Orlinski.
- **Botero on Lincoln Road:** From November 2019 through March 2020, Lincoln Road partnered with Gary Nader Art Centre to exhibit 14 monumental bronze sculptures by world-famous Colombian artist Fernando Botero.



WHY WE ARE YOUR NEXT VENUE



Imagine having your event in the center of one of the most iconic streets in the world!

- Eight blocks of unique pedestrian-only streetscapes, lush vegetation, unique architecture, fountains and follies.
- From intimate locations to street events that can welcome thousands, we have the flexibility to fit your needs.
- We have a special events master permit with the City of Miami Beach.
- Nearby all of Miami Beach's major cultural institutions, including New World Center, The Fillmore Miami Beach, Colony Theatre, Miami Beach Convention Center and Miami Beach Botanical Gardens.
- Top four- and five-star hotels within walking distance, including The Ritz-Carlton, Sagamore and Loews Miami Beach.

- Special noise permits and sidewalk space for pop-up bars and food stations.
- Surrounded by the magic and diversity of Miami Beach.
- Numerous F&B options—from fine dining restaurants to cafés
- Dozens of public parking options available.



MEDIA CLIPS

Forbes

SOBEWFF Hosts Artisan Food Market On Miami Beach's Lincoln Road




If you're in Miami this weekend, this is where you'll want to be on Sunday afternoon. The **SOBEWFF Artisan Food Market on Lincoln Road** is

MIAMI New Times

The 10 Best Shopping Malls in Miami

Who says the American mall is dying? From Aventura Mall to Lincoln Road, malls are thriving in Miami.



Much has been written about the **death of American malls**. However, if you look around Miami and South Florida in general, there is little sign of residents and visitors breaking free from the sprawling shopping destinations.

Perhaps it's due to the weather – South Florida can be hot and muggy even during winter. Malls offer a temperature-controlled environment that allows you to shop in comfort. There's also Miami's continued addition to cars, which malls were specially designed to accommodate with their expansive parking lots and garages.

Maybe it's just that South Floridians and tourists like to shop. If you get your kicks from consumerism, here are the ten best shopping malls in Miami.

Lincoln Road

6 CBS NEWS MIAMI

Big Botero Sculptures Line Lincoln Road Now Through March



MIAMI (CBSMiami) – Walk down Lincoln Road Wednesday morning and it looked like any typical sunny fall day. Crowds gathered in the morning sun, but this day there is something new, and this change is hard to miss.

Situated up and down the road are 13 giant copper sculptures by the renowned Colombian artist Fernando Botero.

"Their monumental size reminds us of our humanity," said Timothy Schmand, who is the Executive Director of the Lincoln Road Business Improvement District.

"Really good art, really accessible art tells us something about ourselves merely by looking at it."

At thousands of pounds each, and some over ten feet tall, these sculptures are easy to observe up close along the road.

7 NEWS MIAMI

Fitness classes at Lincoln Road parking garage offer safe workouts with a view



A free, outdoor workout or yoga class with a view? These! We've been cooped up in our houses for months, but now the Lincoln Road Business Improvement District invites you to shake off those cobwebs and get physical while maintaining social distancing.

Work it, people! And while you work up a sweat, enjoy the views from the seventh floor of the parking garage on 1111 Lincoln Road.

Timothy Schmand, Executive Director, Lincoln Road Business Improvement District: "Perhaps the seventh parking garage on the island, and the beauty of the space is, it allows us to have a crowd of up to 70 people and do appropriate social distancing."

You've got multiple, one-hour free classes to choose from.

On Saturdays, there are Beat the Gym boot camps led by Tony Thomas.

Tony Thomas, Beat the Gym Boot Camp: "You need to be taking care of your body, taking care of your immune system, and exercise and fitness is just one very special way of getting it done."

The sessions can get pretty intense, but everybody is welcome to join.

Tony Thomas: "This is what I say: come out and work within your own parameters. We're very, very focused on everybody enjoying our 'long haul'."

7 NEWS MIAMI

Hulu collaborates with Lincoln Road to erect interactive flower sculptures for Miami Beach Pride



Hulu is streaming with Pride!

The streaming service has teamed up with Lincoln Road to celebrate Miami Beach Pride. The pop-up is called "Pride Never Stops."

MIAMI

Lincoln Road's Legendary Annual Halloween Event Returns to Miami Beach




On October 31st, Lincoln Road will be home to an epic 8-block long Halloween street party.

Lincoln Road's legendary annual Halloween street party returns to Miami Beach on Oct. 31st with exclusive programming that will appeal to children and adults alike. Starting at 5PM, trick-or-treaters of all ages are welcome to discover the myriad of Halloween festivities along the 8-block long Lincoln Road promenade.

PROFILEmiami
Your Guide To Miami Real Estate



RENOWNED FRENCH ARTIST RICHARD ORLINSKI'S ICONIC SCULPTURES TAKE OVER LINCOLN ROAD IN TIME FOR MIAMI ART WEEK



Miami Beach's Lincoln Road District, one of the country's most beloved destinations for art, fashion, shopping, dining, and entertainment, has supercharged its arts and culture experience by showcasing 12 giant, electrifying sculptures by renowned French artist Richard Orlinski. The open-air activation coming to Lincoln Road this summer will feature iconic pieces from Orlinski's recent Avenue des Champs Elysees exhibition in Paris. Titled with the premier art show of the Americas, Art Basel Miami Beach, the exhibit will run from November 2022 to March 2023.

Driven by the desire to make art accessible to the masses, Orlinski avoids not work, often of spectacular dimensions, in the great outdoors. As he reimagines contemporary art codes, elements in nature become his signature and style. Known for his iconic bright and neon color palette, Orlinski's work is inspired by pop culture artists such as Jeff Koons and Robert Rauschenberg, and uses industrial materials to develop large geometric sculptures that symbolize freedom, power, and passion.

51 MIAMI


CASE STUDIES

A vibrant outdoor event scene, likely a festival or fair. In the foreground, a turquoise kiosk with a large yellow container on top labeled "BUMCREAM" and "BRAZIL" is the focal point. A long queue of people, mostly young women in summer attire, is lined up outside the kiosk, separated by a turquoise rope barrier. The ground is paved with a black and white zebra-stripe pattern. Tall palm trees line the background under a bright blue sky with scattered clouds. A man in a black t-shirt and sunglasses is walking towards the right, and a woman in a blue t-shirt and green shorts is walking towards the left. A green trash can is visible near the queue.

CASE STUDY: SOL DE JANEIRO



Skincare brand Sol de Janeiro, which sells Brazilian beauty products directly to consumers and through various global retailers, brought its festival brand activation to Lincoln Road. With over 3,000 visitors during the two-day activation, the brand invited influencers, locals, families and pedestrians into a mobile unit and offered free samples of its famous lotions.

Sol de Janeiro also offered an Instagrammable moment to capture photos and free branded popsicles. In collaboration with Sephora, the brand incentivized guests to head to the beauty store and purchase additional products, increasing sales for those days. The activation was a success and ran out of free products on both days.



CASE STUDY: KIEHL'S

Kiehl's kicked off its annual LifeRide for amfAR, a nine-day, cross-country celebrity motorcycle ride raising awareness and funds for HIV/AIDS research, at the Kiehl's store on Lincoln Road.

A pop-up urban picnic was erected on a customized, 40-foot faux lawn outside Kiehl's storefront, complete with picnic box lunches catered by celebrity chef Robyn Almodovar and red-and-white gingham decor. Inspired by Kiehl's history with motorcycles, a spirit of adventure and philanthropic heritage, the ride was led by actor John Corbett, President of Kiehl's USA Chris Salgado and amfAR CEO Kevin Robert Frost.

Riders made a grand entrance on their motorcycles into the event. Guests had the opportunity to meet and greet the celebrity riders, pose for souvenirs in the custom Capture Pod photo booth and get "inked" in the temporary tattoo parlor. In addition, there was a celebrity check presentation from Kiehl's to amfAR for \$115,000.

Miami Beach Commissioner Michael Góngora also presented an official proclamation designating July 13 as "Kiehl's Day."



CASE STUDY: MAGIC MIKE'S LAST DANCE PREMIERE



A celebrity hot spot and popular destination among travelers and locals, Lincoln Road has been home to numerous movie premieres over the years due to its close proximity to Regal South Beach, a theater with inevitable appeal due to its prime location on the street.

Lincoln Road hosted hundreds of celebrities, top-tier national media, and the cast and crew of Channing Tatum's MAGIC MIKE LIVE: The Tour for a star-studded black carpet event to celebrate the world premiere of "Magic Mike's Last Dance" starring Channing Tatum and Salma Hayek Pinault. In addition to Tatum and Hayek, guests included movie director Steven Soderbergh, singer Elvis Crespo, influencer Alix Earle, reality TV star Loren Brovarnik and many more.

Before the exclusive VIP screening at Regal South Beach, the cast of Magic Mike Live delivered an incredible pop-up performance that had them dancing and flipping for a crowd of celebrities, media and fans. Following the screening, attendees headed to the live show's bespoke venue on Key Biscayne for an after-party.



CASE STUDY: BIG FACE COFFEE

Lids teamed up with Miami Heat player, Jimmy Butler's Big Face Coffee Brand for a merchandise collaboration. The partnership marked the first headwear and apparel release for Lids Hat Drop. The collection was exclusively released at the Lids Lincoln Road location alongside an outdoor Big Face Coffee pop-up experience.

Locals were invited to experience the coffee and new headware and apparel collection. During the three-day activation, over 2000 people visited and the merchandise sold out. Jimmy Butler made an appearance and interacted with fans.





ACTIVATION SITES

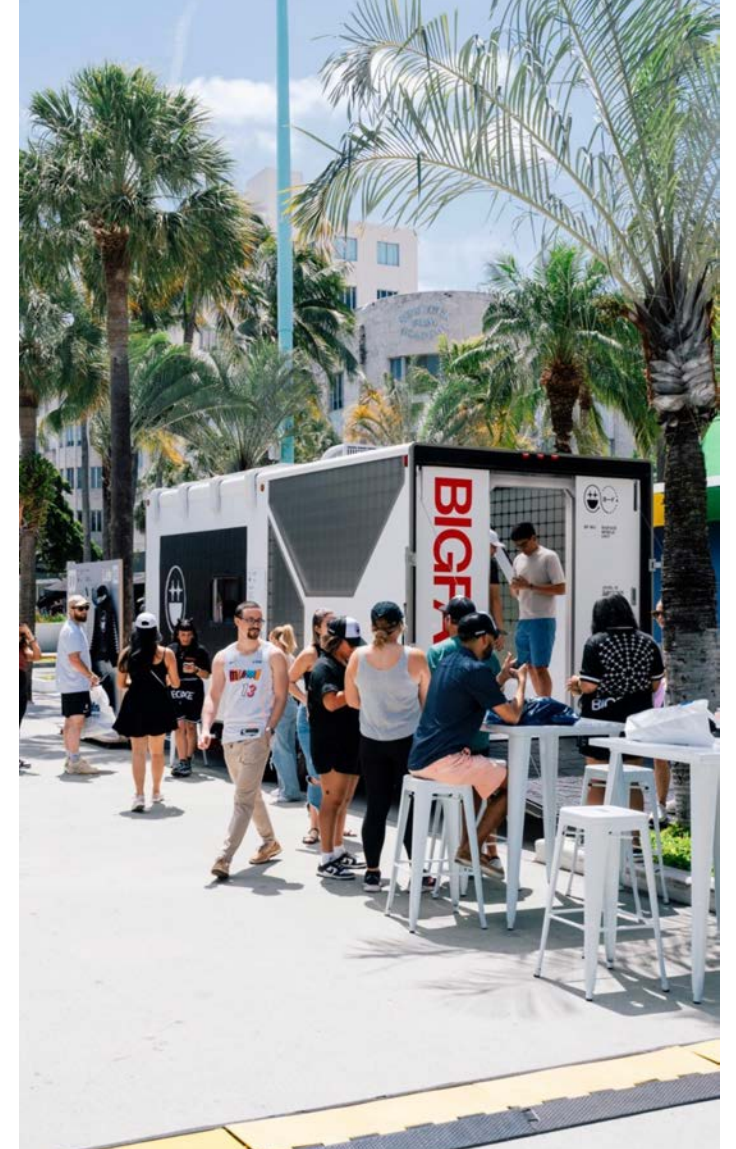
BISCAYNE BAY



400 BLOCK



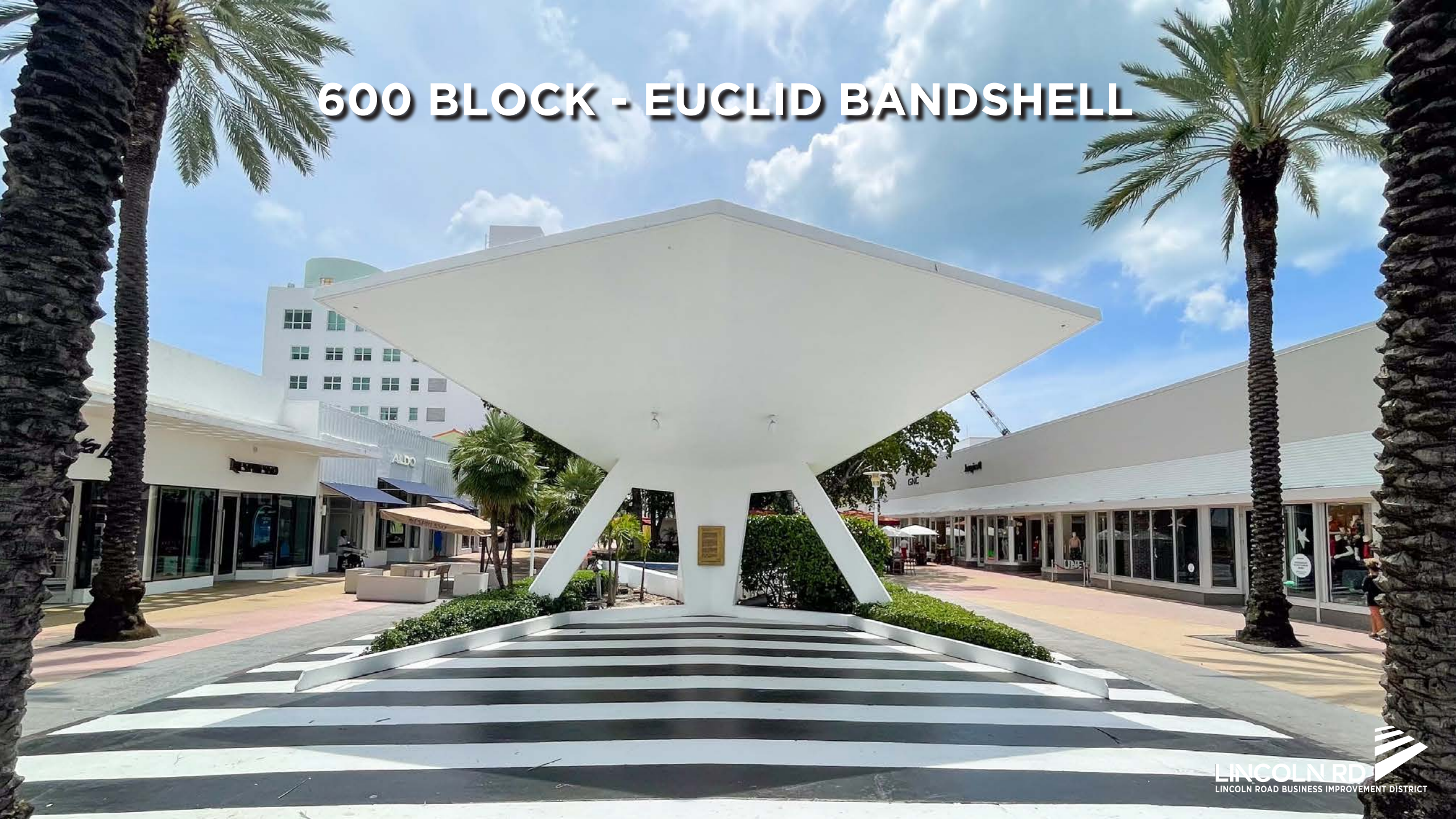
500 BLOCK



600 BLOCK - EUCLID OVAL



600 BLOCK - EUCLID BANDSHELL



700 BLOCK



700 BLOCK



800 BLOCK

900 BLOCK



1000 BLOCK



1000 BLOCK



1100 BLOCK



1100 BLOCK

PERMITS & FEES

LINCOLN ROAD IN-STORE POP-UP GUIDE

Pop-up venue (in-store) permits are issued for vacant retail spaces that can be used on a temporary basis to promote and sell products of all types, ranging from food and beverage, clothing, or unique gifts. The pop-up permit is good for up to 90 days of activation. It takes 14 days to process with complete application, inclusive of all required documents. The cost of the permit is \$286. Requests less than 14 days from the start date will incur a \$286 late fee in which permit issuance is not guaranteed. All permits are subject to review/approval from code compliance and the fire department.

LINCOLN ROAD OUTDOOR ACTIVATION GUIDE

Special event permits are issued for events on public property and can range from brand activations, community events, concerts, markets and art installations, among others.

The Lincoln Road BID helps facilitate this permitting process. The process is subject to review and approval from various city departments. This can include neighborhood review, fire approval, building, public works and staffing of city services such as police, fire and parking, among other requirements specific to the event (if applicable).

SPECIAL EVENT PERMIT FEES

Depending on the scope of each special event, permitting fees can vary and are contingent upon the types of permits and level of review required for your event. Below is general list of what kinds of permits and fees are considered when reviewing applications:

- Temporary Sampling Permit
- Special Event Permit
- Right of Way Permit
- Building Permit
- Staffing for Fire and/or Police
- LRBID Management Fee

[Click here for additional permitting information.](#)



An aerial photograph of a modern urban plaza. The plaza features a central green area with a red border, surrounded by a black and white striped walkway. Numerous palm trees are planted along the walkways. In the background, there are modern buildings, including one with a curved facade and a sign that reads "Lincoln Road". The overall atmosphere is bright and sunny.

CONTACT US
info@lincolnrd.com