

# The Underline Impact Report 2024







## MISSION

To deliver and activate a 120-acre, first-class linear park spanning 10 miles below Miami’s Metrorail that will transform regional mobility and celebrate diversity, culture and lifelong learning. Through innovative urban trails and creative programming, we are connecting people to their environment and each other to create a safe, healthy, equitable, and sustainable community.

## CORE VALUES

The Underline is a 120-acre park in Miami’s urban core that is building a first-class city celebrating:

- Innovation
- Community
- Connectivity
- Health and Wellness
- Sustainability
- Safety and Mobility
- Fun

## COMMUNITY CONNECTIONS STATEMENT

The Underline recognizes, represents, and celebrates the unique fusion of cultures that make Miami one of the most diverse cities in the world.

We proudly create this park with the community with an unwavering commitment to be a safe and accessible public space for all who visit the park, regardless of race, age, gender, sexual orientation, abilities, or socioeconomic status.

Our programs, attractions, and experiences are inspired and influenced not only by the rich diversity of today, but also in honor and tribute to Miami’s ancestral past and with an enthusiastic vision for a racially and culturally inclusive future.

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Dear Friends of The Underline,

This year, we celebrated the opening of Phase 2—expanding our trail from just half a mile to an inspiring 2.6 miles of award-winning linear park. Thanks to your support, we added a vibrant children’s playground, a peaceful meditation space, and 3.6 acres of bioswales that manage stormwater and nurture native habitats. We now connect three more neighborhoods and link seamlessly to Vizcaya Station and the historic Vizcaya Museum and Gardens.

Every day, The Underline comes alive with possibility: kids learning to ride their bikes or shooting hoops; neighbors practicing free yoga amid fluttering butterflies and world-class public art; families walking their dogs; and dozens of local entrepreneurs showcasing their goods at our farmer’s markets, pop-up events, and new food and beverage spots. In the past year alone, we’ve delivered more than 200 free community events, welcomed two major art installations, and partnered with over 150 nonprofits to offer services and education programs.

Our progress is the result of powerful partnerships—public and private alike. Miami-Dade County, FDOT, the U.S. Department of Transportation, local municipalities, and generous private donors have all invested in this shared vision. Together, we’ve created a uniquely Miami destination that now welcomes more than two million visitors annually.

Thank you for playing a vital role in this people-powered transformation. Phase 3 is already underway, and with your continued commitment, we’re on track for completion in 2026. What began as a bold idea has become an extraordinary community asset—one that belongs to everyone and inspires us all.

With gratitude and excitement for what’s next!

**Meg Daly**  
Executive Chair  
Friends of The Underline

**Rudy Prio Touzet**  
Vice Chairman  
Friends of The Underline

**Nicole Tallman**  
1st Vice Chairwoman  
The Underline Conservancy

**Stu Blumberg**  
2nd Vice Chairman  
The Underline Conservancy

**Eulois Cleckley**  
Chief Executive Officer  
Friends of The Underline

**Patrice Gillespie Smith**  
President & COO  
The Underline Conservancy

# A Global Spotlight

From *Time Magazine* to *The New York Times* and *Architectural Digest*, The Underline has earned international recognition for redefining how cities use public space.

This is more than urban development—it's a movement that blends art, culture, and connection to shape the future of Miami.

# \$50M+

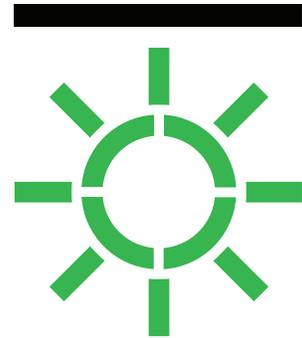
ANNUAL ECONOMIC IMPACT

# \$3B

NEW TAXABLE  
VALUE

# 20k

BUSINESSES ALONG  
THE CORRIDOR



OVER 300 SMALL  
BUSINESSES  
SUPPORTED

## A STAGE FOR CREATIVITY

NINE ART INSTALLATIONS BY LOCAL  
& INTERNATIONAL ARTISTS

HUNDREDS OF CULTURAL, FITNESS,  
AND ENVIRONMENTAL PROGRAMS  
EVERY YEAR

A CANVAS FOR IMMERSIVE PUBLIC  
ART, LIVE PERFORMANCES, AND  
STORYTELLING

## A DESTINATION FOR MILLIONS

# 175,000+

MONTHLY VISITORS

# 9M

 VISITORS PER YEAR  
AFTER COMPLETION

A NATURAL GATHERING PLACE FOR MIAMI'S  
CREATIVE AND CULTURAL COMMUNITIES



# 500,000

NATIVE PLANTS, TREES  
& POLLINATORS

# 300,000

POUNDS OF CARBON SEQUESTRATION  
PROJECTED AT FULL BUILDOUT

# 120

ACRES OF  
GREEN SPACE

# Art & Cultural Impact

The Underline continues to redefine Miami's cultural landscape with engaging public art installations. This year's public art program highlighted the intersection of community, culture, and creativity. **Two new installations were added to our growing collection**, including *Hide & Seek*, a participatory mural by local duo We Are Nice'n Easy, and an **internationally recognized** sculptural bench by internationally acclaimed artist **Jeppie Hein**.

The *Hide & Seek* mural not only celebrates the unique cultural and natural landscapes of South Florida—it also **engaged over 180 local students from underserved neighborhoods** in the creative process, making art an interactive experience rooted in civic pride. These works are more than art—they're invitations for joy, reflection, and human connection.



# Community Outreach & Engagement

At its core, The Underline is a community-driven project—and this year, our outreach efforts deepened that commitment to equity, representation, and connection. Through programs, partnerships, and civic collaboration, we’ve worked to ensure the voices of Miami’s neighborhoods are not only heard—but amplified. This includes our signature Community Connections events, reaching culturally rich and historically underserved areas.

Each initiative reinforced our commitment to co-creation, civic pride, and cultural exchange—laying the foundation for deeper connections citywide.

## BY THE NUMBERS

151

partners engaged: nonprofits, schools, grassroots organizations, and neighborhood associations

240+

completed community surveys capturing feedback on programming, events, and neighborhood needs

4

co-created community activations, drawing over 1,000 attendees

20+

civic tours with elected officials from local, state, and federal government

30+

schools engaged



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# Marketing: Storytelling That Moves People



This year, The Underline’s Marketing Department played a critical role in shaping the way Miami—and the nation—sees our space. By combining strategic storytelling, social media growth, and strong cross-departmental collaboration, we expanded our reach and deepened our connection with the community.

## Marketing Highlights:



**1.2M**

social media impressions

**20%**

follower increase across all channels

**42,000**

Social media engagements

**30+**

earned media placements including Forbes, Miami Herald, NBC6, Florida Trend, and Brickell Magazine



Marketing efforts amplified every major initiative—public meetings, ribbon cuttings, block parties, new art, Family Day, the inaugural Sneaker Ball, and wellness programming—through integrated media strategy and authentic storytelling. As our audience grows, so does our responsibility to inspire, inform, and invite more people into the future we’re building—together.

# Events & Cultural Programming

The Underline was alive this year with **233 events** and more than **42,000 attendees**. From sunrise yoga to sunset concerts, our spaces pulsed with energy, creativity, and cultural expression. **81% of our events were free and open to the public**, reflecting our commitment to accessibility and inclusion.

Whether through wellness, music, art, or food, these moments helped turn a public space into a cultural destination and inspired people to return, share, and connect.



## Signature highlights included:

- NuStereo Love DJ series
- Bookleggers Piano at The Underline
- Poncili Creacion avant-garde performance
- Brickell Run Club monthly community wellness

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# Volunteer Engagement

Our volunteers are the soul of The Underline. From beautifying our gardens to supporting events that bring our community together, their time and passion propel us forward.

This year, **nearly 400 new volunteers** joined our mission, contributing **2,673 hours of service**—an estimated value of \$56,070.



## Key volunteer-supported events included:

Day in the Dirt Gardening Days (Sustainability)

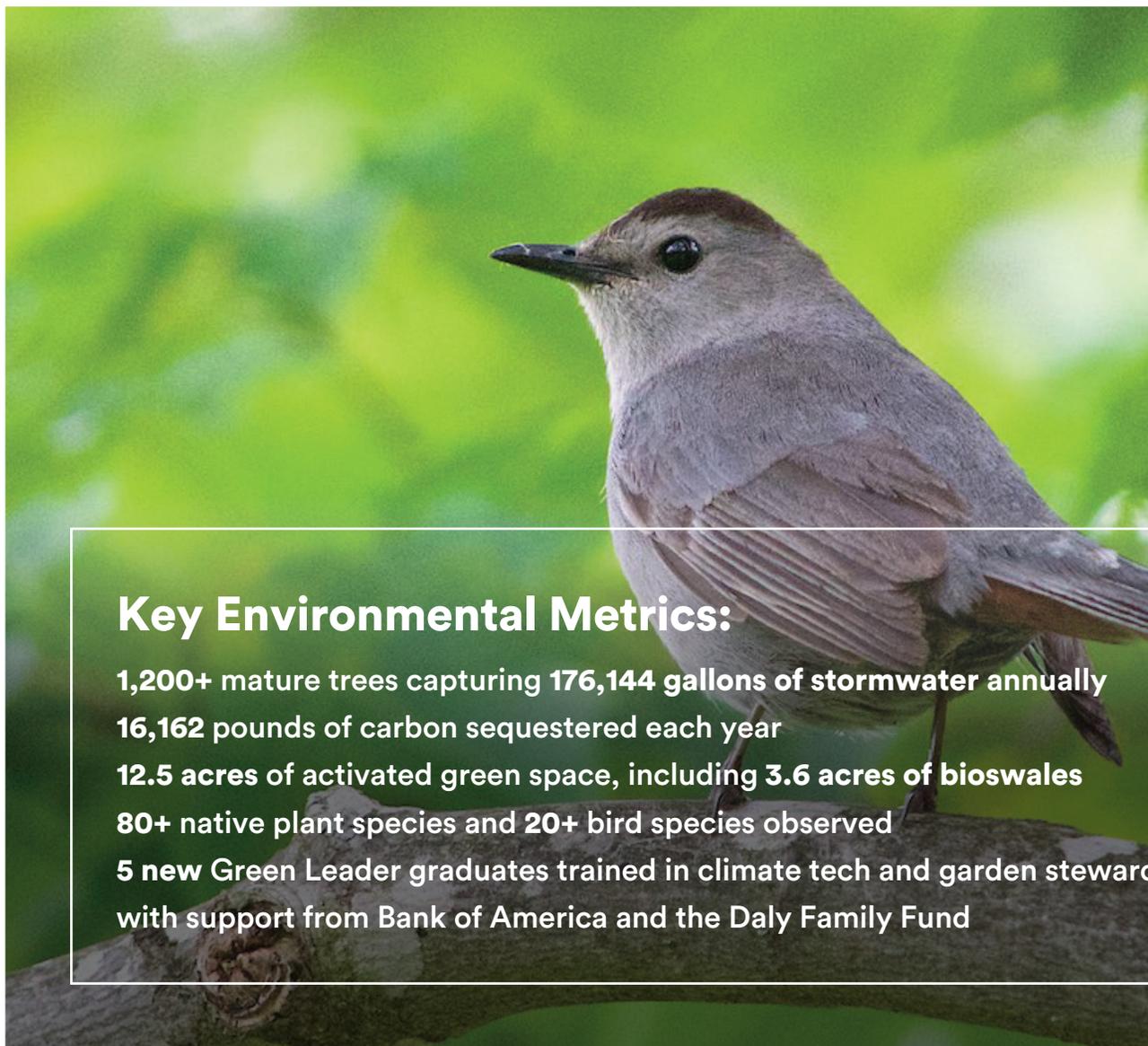
Family Day (Community Engagement)

Miami Heat Skills & Drills (Health & Wellness)



# Nature & Environmental Resilience

Our team has transformed previously overlooked stretches of underutilized land into lush, biodiverse urban gardens. These enhancements promote resilience while providing a serene environment for visitors and an ecological boost to the city.



## Key Environmental Metrics:

**1,200+** mature trees capturing **176,144** gallons of stormwater annually

**16,162** pounds of carbon sequestered each year

**12.5** acres of activated green space, including **3.6** acres of bioswales

**80+** native plant species and **20+** bird species observed

**5** new Green Leader graduates trained in climate tech and garden stewardship with support from Bank of America and the Daly Family Fund





**This year proved that innovation and environmental stewardship can go hand in hand—laying the foundation for an even more connected, sustainable, and future-ready Underline.**

# Park Operations: Maintaining Excellence

As The Underline expands, so does our commitment to ensuring a well-maintained, welcoming, and safe environment for all. Our Park Operations team is the engine behind the everyday experience—working tirelessly to preserve the beauty and integrity of this space.



## Operational Achievements:

- Maintained an average **Sparkle Score of 4.5+ out of 5**
- Removed **350+ instances of graffiti and vandalism**
- Diverted **84,000 pounds** of recyclable waste
- Provided **15,000+** mobile bathroom visits in partnership with the Miami DDA

Behind every polished detail is a commitment to creating a world-class experience for our visitors, every single day.



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# Technology & Innovation

This year, The Underline solidified its role as one of the most forward-thinking urban spaces in the country. We introduced a suite of smart technologies designed to enhance park management, safety, and user experience.

## Digital Enhancements & Smart Features:

- 42,000 unique Wi-Fi users
- 68 AI-powered cameras
- 9 environmental sensors
- LiDAR scanning of the entire park
- Geo Database + Impact Dashboard launched

Strategic partnerships with **Inter&Co** (BikeShare & Community Screen), **FPL** (solar-powered benches), and others have helped create a **digital-first foundation**. These technologies are redefining what it means to be a “smart park” in the heart of an evolving city.

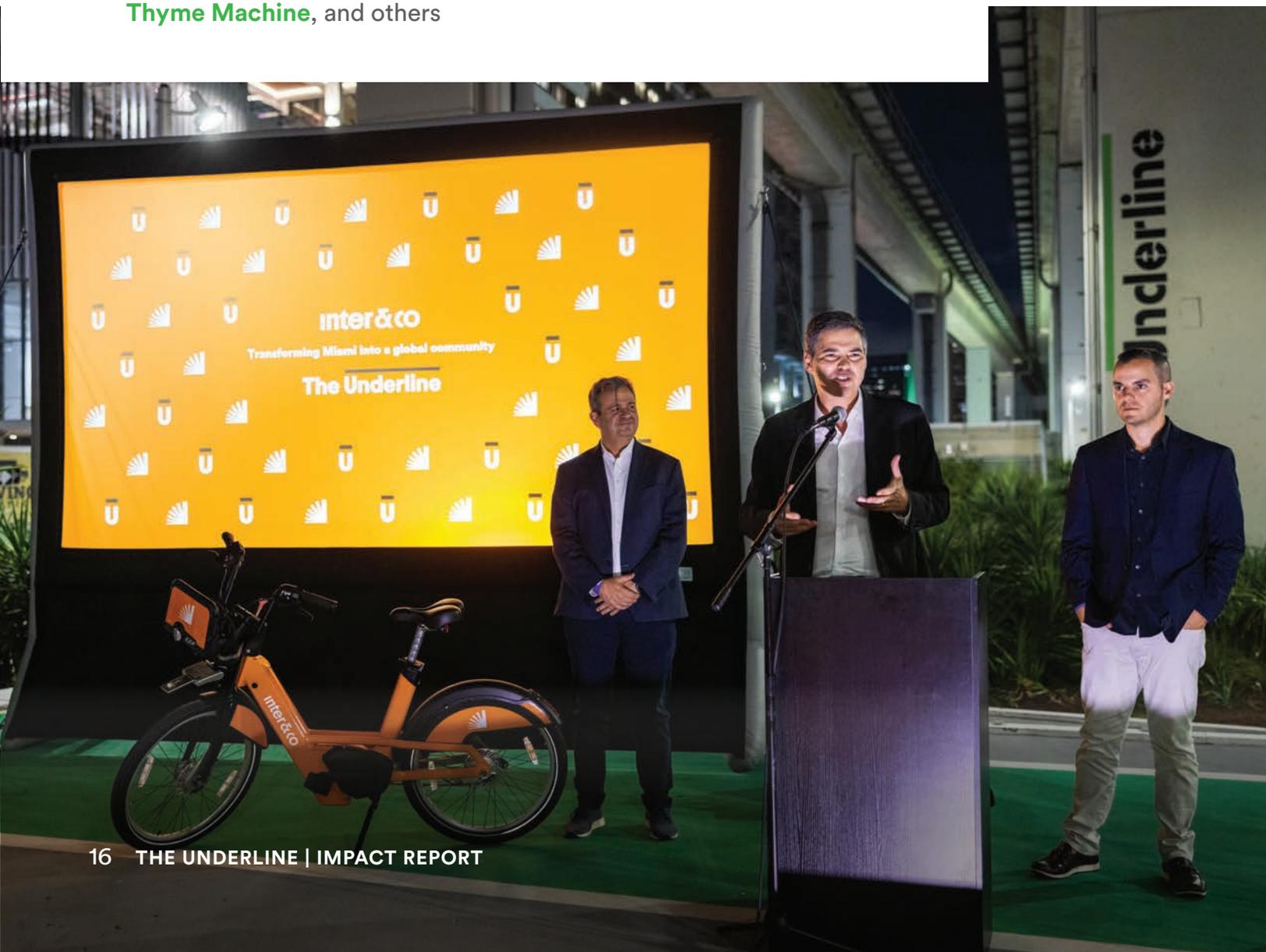


# Partnerships & Economic Development

This year, we secured **\$3.4M in total revenue**, including **\$1.3M in grant funding** and support from over **700 individual donors**—ensuring a sustainable future for programming, operations, and expansion.

## Key Milestones:

- **\$6M** increase in multi-year pledges
- **Inter partnership:** naming rights for **3 amenities, 3 cafés**, community **LED screen**, and a **100-bike share system**
- New revenue-generating partnerships with **DecoBike, Harbest Coffee, Thyme Machine**, and others



Our first-ever Underline Sneaker Ball, hosted at Brickell City Centre, was a resounding success, raising **\$500,000** with sponsorships from **Swire Properties, Lennar, NRI, Citadel**, and more. Each of these investments strengthens our ability to serve the community, advance urban innovation, and ensure long-term sustainability.



# Thank U!

Our bold vision is driven by **public and private contributions**. With more financial resources available, we can **expand our reach, improve our services, and create better outcomes and experiences for both visitors, stakeholders and partners**. This leads to greater impact and support, ultimately fueling success. By supporting The Underline, donors and partners make a **direct contribution to a safe, multimodal, resilient linear park in Miami's urban core**.

Special thank you to our public partners - Miami Dade County, City of Miami, City of Coral Gables, City of South Miami, State of Florida, USDOT and FDOT.

Thank you to all of you who donated in support of The Underline during the 2023/24 fiscal year. The following donors contributed over \$10,000 from October 1, 2023 to September 30, 2024, supporting the mission and vision to create a more connected, resilient and mobile Miami-Dade County.

13th Floor Investments  
Adler Group  
Allegany Franciscan Ministries  
American Beverage Foundation for a Healthy America  
Anthony R. Abraham Foundation  
Bank of America  
Baptist Health  
Batchelor Foundation  
Bloomberg Philanthropies  
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Citadel LLC  
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Daly Family Fund  
David Martin  
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Florida Power & Light  
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The Cowles Charitable Trust  
The Dunspaugh-Dalton Foundation, Inc.  
The Frederick A. DeLuca Foundation  
The Kirk Foundation  
The Lennar Foundation, Inc.  
The Miami Foundation For A Greater Miami  
The Ruth Anderson Foundation  
The Tonkinson Foundation  
Truist  
USDA Forest Service Urban and Community Forestry

# Underline Boards of Directors

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Miami-Dade County  
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Planning Organization  
Planner II

**Daniel Gibson**

Purpose Built  
Communities

# Financial Report

The financials reflected in this report represent the time period of October 1, 2023 through September 30, 2024.

Contributions	\$932,622.00
Non-Government Grants	\$1,159,551.00
Government Grants/Funding	\$2,234,059.00
Fundraising Event Revenue, net of expenses	\$460,009.00
Investment Income	\$489,691.00
In-kind contributions	\$188,213.00
Other Revenue	\$46,880.00
<b>Total Revenue and Support</b>	<b>\$5,511,025.00</b>
Salaries and Benefits	\$1,716,792.00
Park Operating Expenses	\$1,367,579.00
Park Programming and Art	\$617,969.00
Professional Fees	\$727,329.00
Insurance	\$56,199.00
Occupancy	\$74,686.00
Other Expenses	\$151,713.00
<b>Total Expenses</b>	<b>\$4,712,267.00</b>
Increase in Net Assets	\$798,758.00

Though they are legally and operationally separate organizations with their own Boards of Directors and maintain, among other things, separate accounting and governance, Friends of The Underline Inc. is obligated by agreement to appoint individuals that constitute a numeric majority of the votes (by one) of the fully-constituted board of The Underline Management Organization, Inc.

As a result, and in accordance with ASC Topic 958-810-25-3, the organizations are consolidated for GAAP financial reporting purposes. For the purposes of these consolidated financial statements, Friends of The Underline, Inc. and The Underline Management Organization, Inc. are collectively referred to as "The Underline".



## Looking Ahead

FY2023–2024 was a year of scale, depth, and forward motion. With more programming, more partners, more tools, and more people connecting with our mission, The Underline continues to lead as a model for public private partnerships driving the vision and collaboration on rethinking public space.





## The Underline Team

Thanks to the entire Friends of The Underline team who work 24 hours a day, 7 days a week, 365 days a year to make sure our visitors have enduring joyful experiences.

**Theresa Amado** Senior Events Coordinator

**Daniel Arrubla** Gardener

**Lazara Ballester** Office Operations Coordinator

**Lisa Barber-Hannaway** Events Manager

**Asha Bertsch** Horticulturist

**Lisle Bowen** Chief Marketing Officer

**Eulois Cleckley** Chief Executive Officer

Friends of The Underline

**Naomi Cruz** Graphic Designer

**Natasha Dadlani** Marketing Coordinator

**Elissa Eguiluz** Gardener

**Masi Faroqui** Manager of Community Outreach

**Ehudes Garcia Sr.** Facilities Coordinator

**Charlie Giaimo** Development Coordinator

**Kate Gilhuly** Database Administrator

**Rina Gitlin** Open Space Curatorial Manager

**Ashley Glenny** Volunteer Coordinator

**Sol Inaudi** Chief Financial and People Officer

**Dominique Jacques** Community Liaison

**Jake Moskowitz** Chief Revenue Officer

**Celeste Maillard** Community Forest Coordinator

**Jorge Esteban Pedraza** Facilities Coordinator

**Cesar Ramos** Park Operations Manager

**Patrice Gillespie Smith** President & Chief Operating Officer

The Underline Conservancy

**Julio Villarreal** Manager of Internal Operations

**Raphael Vulcain** Events Coordinator

**Jamal Wilson** Marketing Manager

# Phase 3: What's Coming

We can't wait to bring Phase 3 to life—more vibrant public art, interactive gathering spots, and fitness areas are just around the corner. These new amenities will deepen community connections and showcase The Underline's commitment to innovation, culture, and play. The best is yet to come!



**Grove Gallery**  
Between SW 24th  
and 27th Avenues



**The Underline Plaza**  
Directly south of the Douglas  
Metrorail Station



**Bark Park**  
Ponce de Leon Blvd  
and LeJeune Rd



**Fitness Room**  
Behind the Gables Fire Station  
by Riviera Drive



**The Wilds**  
Between Donatello Street  
and Orduna Drive



**Stormwater Ponds**  
Between Granada Boulevard  
and Donatello Street



**Pineland Courts**  
Coral Gables near  
Carillo Street



**Rock Ridge Plaza**  
At UM north of Stanford Drive



**Play Forest**  
By South Miami City Hall



**Butterfly Gardens**  
Between SW 67th Avenue  
and SW 80th Street

