

The Underline

Impact 2022



10 Miles, Together

The Underline



© 2022 Sam Orberter. Multimodal transportation in Brickell Backyard Promenade

Our Mission

To deliver and activate a 120-acre, world-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 world-class city celebrating:

- Diversity and Inclusivity
- Innovation
- Health & Wellness
- Sustainability
- Safety and Mobility
- Connectivity
- Fun

A Year of Impact



As we look forward to an exciting 2023, we look back at our impact in 2022 with gratitude and thanks for the many ways we have been trusted to connect people to nature and the community.

We are especially thankful for the many donors, partners, elected officials, volunteers, and the hundreds of thousands of visitors to The Underline who have made this amazing project come to life. We would also like to thank, especially, our committed staff and project partner Miami-Dade County's Department of Transportation and Public Works for working around the clock to help us realize our mission and vision. A few highlights below reflect our impact creating a more connected, safe, mobile and healthy community:

- **Hosted over 1.6 million visitors** and dozens of tours including the Aspen Institute, the High Line Network, RailVolution, ULI, the Ambassador of the Kingdom of the Netherlands, the Mayor of Montreal, and more.
- **Over 235 events** from free yoga to dance and music performances to family fun days with nearly 3,500 attendees of all ages representing our diverse Miami-Dade County.
- **Over 1,200 student volunteer hours** from 10 schools working to improve our gardens, support our programming and serve our visitors.
- Launched the inaugural **Neighborhood Ambassador** program representing neighborhoods from Brickell to Little Bahamas to Dadeland.
- Led by our partner, Miami-Dade County Department of Transportation and Public Works, we hosted over 500 attendees at **3 in person and virtual Phase 3 public meetings.**
- **Unveiled the Typoe Sculpture Garden** in the Brickell Backyard during Art Basel with support from AirBnB and Nasdaq.
- **Established 150 community partnerships** elevating services to Miamians and our impact.
- Launched a Diversity, Equity and Inclusion (**DEI**) **Committee** and hired a Fellow to create an organizational DEI framework and goals.
- **Raised over \$183,000 on Give Miami Day** in November with over 265 unique gifts.
- **20% growth** in our social media followers (follow us @theunderlinemia).

On behalf of our entire board of directors, thank you for making 2022 high impact and highly memorable.

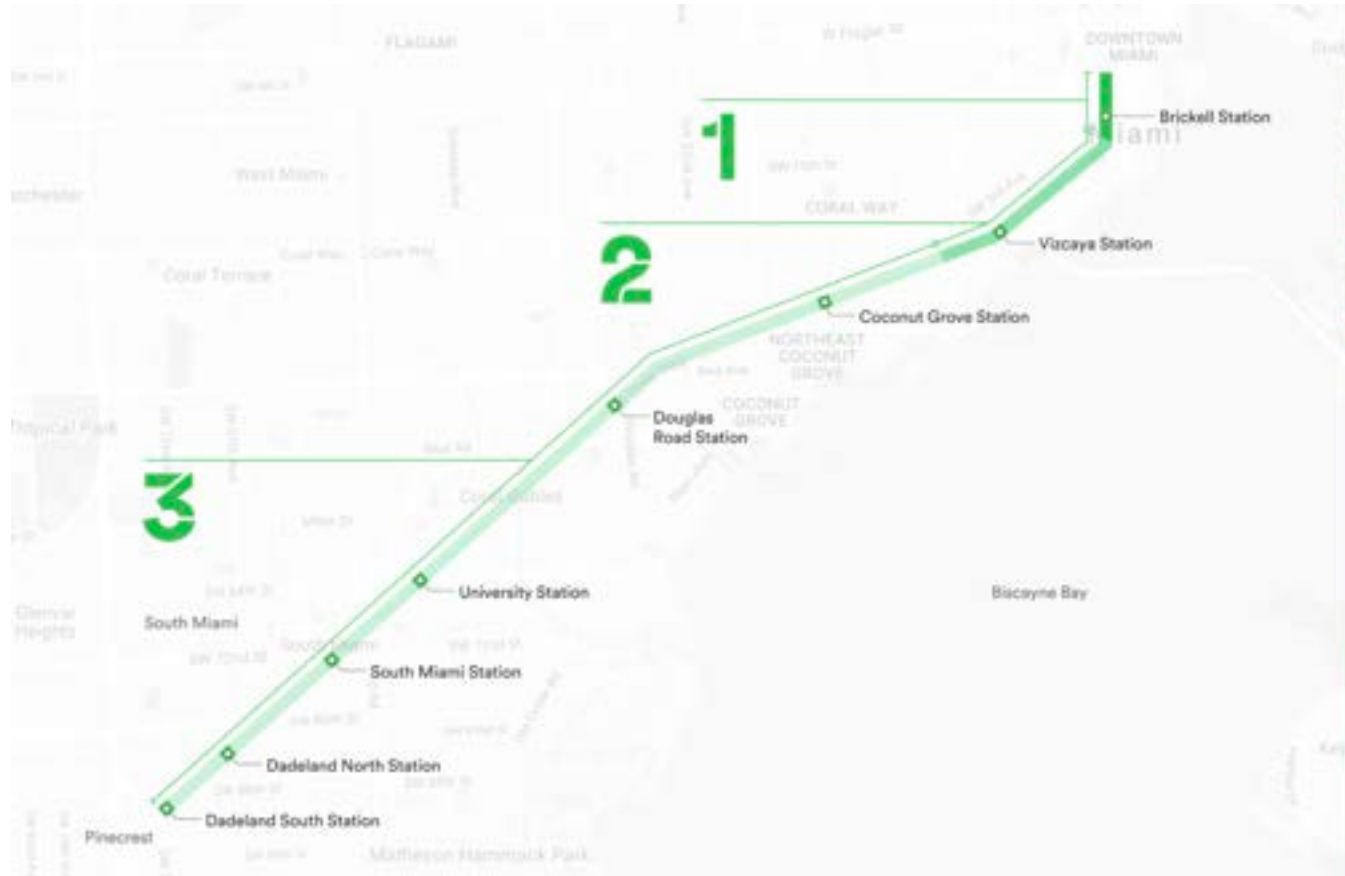
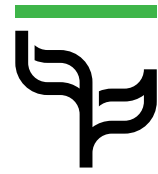


Meg Daly
President/CEO
Friends of The Underline



Rudy Touzet
Vice Chairman
Friends of The Underline Board of Directors

We are Growing



Schedule

Phase 1

½ mile in the Brickell, Miami neighborhood, opened February 2021

Phase 2

2.25 miles in historic Miami and Coconut Grove neighborhoods, completed by Fall 2023

Phase 3

7 miles in Miami, Coral Gables and South Miami, construction begins late 2023

Art



2022 was an exciting year for Art on The Underline.

Adding to our four art installations in Brickell Backyard, during Art Basel 2022 we unveiled a new sculpture garden by Miami artist Typoe.

Typoe Sculpture Garden

The Typoe Sculpture Garden transformed a section of the 10-mile linear park into a vibrant and surreal gathering area. Typoe's large-scale sculptural icons are inspired by children's building blocks. The works reference the history of blocks as groundbreaking educational tools that foster and challenge the creativity in all of us. These shapes resonate both with children and adults encouraging joy, play and creativity. The artist has created many of his own shapes referencing art history, fashion, nature, connectivity, and the after life. Two constant themes throughout the blocks are balance, and how we build the world around us. If we had no limits, what kind of world would we create?

"This park is my love letter to Miami. It is something I hope the entire community can come to enjoy and experience together."

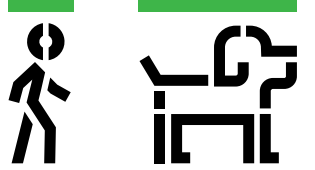
Typoe is a multidisciplinary artist whose practice plays upon the constant tension between the dark recesses of the urban underground and the shimmering bling of celebrity. Based in Miami, Typoe has participated in gallery and museum shows around the world and exhibited his work in Mexico City, New York, Los Angeles, Buenos Aires, Basel and beyond.



Typoe Sculpture Garden (c) Daryl Mendez



Events



Thanks to our donors, sponsors, community partners, and many volunteers, The Underline had a big 2022! We successfully welcomed 7,635 attendees at over 235 events. Here are a few highlights:

Health and Wellness

We encouraged the community to ‘get moving’ with over 100 fitness classes including virtual yoga and in-person yoga sponsored by Baptist Health, Walk4Life sponsored by AARP, Zumba, Cinderfit, Jr. HEAT Skills and Drills sponsored by Goldman Sachs, and free community bike rides that explore Miami’s diverse neighborhoods.



Music

Music performances included the Healing Music Series supported by Peacock Foundation, a Jamaican independence reggae festival, and the Global Music Series sponsored by Bank of America brought the community together with great music, dance, and delectable bites from celebrated local vendors.



Family-Friendly

Families gathered for our Family Day series with free art classes, storytelling and play time. They also enjoyed the Miami Children’s Museum’s engaging plays and the Not So Spooky Halloween Contest (front cover picture).



Volunteer Gardening

Our popular Day in the Dirt gardening programs attracted people from throughout the community to plant, weed and maintain Brickell Backyard native gardens. This program can also be a team building activity for corporations.



Event Rentals

We hosted an Easter Egg Hunt from Brave Church for over 1,200 kids and parents. Additionally, Verizon Wireless filmed a commercial where they transformed the Urban Gym into a football stadium. Overall rental revenue was nearly \$20,000.

Technology & Innovation

With the support of our team, partners, and engaged Tech Council, The Underline advanced new technology initiatives with four partners, secured \$220,000 funds for technology projects, and witnessed 10,000 new free WiFi users.

Linear Lab

In 2022, Friends of The Underline board of directors made the Linear Lab an organizational priority. The Lab is the first dedicated public space innovation lab that will pioneer the use of technology in public spaces to provide solutions that mitigate climate and resiliency challenges. The Linear Lab is a testing ground, physical space, and community engagement hub for organizations to develop, test, pilot and deploy technology solutions for one of the most pressing issues of our time.

Digital Twin

We also advanced the creation of a “Digital Twin”, a virtual mirror of the park, to measure performance and track park services, operations and key metrics. Other tech initiatives include a data sharing pilot with Miami-Dade County for security cameras, the installation of sensors, and supporting work for WiFi infrastructure in Phase 2 of the park.



Marketing & Community

In our second year of operation, The Underline has a community of passionate cyclists, health and wellness enthusiasts, and lovers of art, the outdoors and play. We had notable awards, events, and construction progress to share with our fast-growing community, and lots to celebrate with strong fundraising efforts throughout the year.

Marketing

We had a remarkable year for growth in social media audiences across all platforms growing our total followers to 32,000, and increasing our Instagram audience by 20% alone! Our top ten posts reached 53,000 accounts, with our top 10 video reels generating 97,000 views on Instagram and Facebook.

Over 500,000 emails were sent across 68 campaigns to a total audience of 16,000 subscribers. With an average open rate of nearly 50%, our email campaigns proved successful in supporting the over 235 events and fundraising efforts.

In The News

The Underline was featured in *Time Magazine*, *Bloomberg News*, *Travel + Leisure* and the *New York Times*. *Time* listed The Underline as one of the attractions that made Miami one of the “World’s Greatest Places” in 2022.

Community Outreach

In 2022, The Underline Community Outreach team made significant strides in building community and connectedness.

We launched the inaugural Underline Neighborhood Ambassadors, a volunteer group of representatives from surrounding neighborhoods that connect us with the communities we serve.

With over 150 community partners, including Miami-Dade County Commissioners Eileen Higgins and Raquel Regalado, and the Urban Land Institute, we held 50 successful cross-neighborhood collaborative events and programs representing nearly \$40,000 of in-kind value. We also convened over 400 community members for quarterly in-person Community Connection meetings spotlighting 10 local food vendors.



Financial Report

The financials reflected in this report represent the time period of January 1, 2022 through December 31, 2022.

Friends of The Underline and The Underline Conservancy Consolidated Statement of Activities (Unaudited) For the Year Ended 12/31/2022

Contributions	\$1,142,075
Non-Government Grants	\$375,076
Government Grants/Funding	\$1,368,391
COVID Relief Income (PPP loan and tax credits)	\$148,572
Other Revenue	\$163,900
Net Investment Income	\$53,868
Total Revenue and Support	\$3,251,882
Payroll and Benefits	\$1,045,783
Direct Park Operating Expenses	\$928,655
Park Programming	\$201,295
Park Art	\$212,250
Professional Fees	\$395,265
Insurance	\$187,735
Occupancy	\$48,768
Office Expenses	\$42,370
Other Expenses	\$39,327
Total Expenses	\$3,101,449
Increase in Net Assets	\$150,433

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".

2022 Year Funders

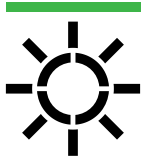


Thank you to our 2022 donors who invested in the mission of Friends of The Underline this past year. Donors reflected in this list contributed over \$10,000 from January 1, 2022 through December 31, 2022.



May, 2022 Underline Donor Evening of Gratitude

- | | |
|---|---------------------------------|
| AARP | Kim and Eric Mendelson |
| Bank of America | Nina and Camilo Miguel, Jr. |
| Baptist Health | Newgard Development Group |
| The Batchelor Foundation | NR International |
| The Irma & Norman Braman Philanthropic Fund | Publix Super Markets Charities |
| Governor Jeb Bush and family | Adil & Salma Rahmathulla |
| Citadel Securities | Leslie Miller Saiontz |
| Meg and John Daly | Hon. Donna E. Shalala |
| The Frederick A. DeLuca Foundation | Swire Properties |
| The Dunspaugh-Dalton Foundation, Inc. | Robin Tassler and Roger Terrone |
| Anthony & Iris Escarrá | TD Bank Charitable Foundation |
| Florida Power & Light | Lydia and Rudy Prio Touzet |
| Goldman Sachs & Co. | United Way of Miami-Dade |
| Sally A. Heyman | Verizon Wireless |
| The John S. & James L. Knight Foundation | Debi and Jeffrey Wechsler |
| Leesfield Family Foundation | Lilly Weinberg |
| Christina and David Martin | Ed and Carol Williamson |



Leadership

Thank you to our Board of Directors, partners, and staff who invest their time, talent and treasure to make The Underline a world-class destination and park.

Friends of The Underline Board of Directors

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Judy Zeder
Coldwell Banker

Our Public Partners

Miami-Dade County
City of Miami
City of Coral Gables
State of Florida
USDOT and FDOT

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.

Christina Brown
Leana Cianfoni
Natalee Collazo
Meg Daly
Masi Faroqui
Ehudes Garcia
Kate Gilhuly
Patrice Gillespie Smith
Sol Inaudi
Jake Moskowitz
Delven Patterson
Amy Rosenberg
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