

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.

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+

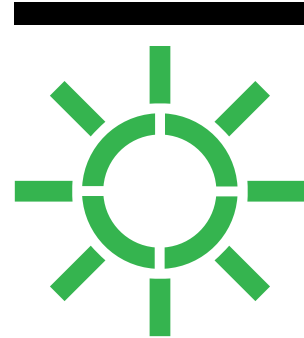
ANNUAL ECONOMIC IMPACT

\$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 **Jepppe 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



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

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)

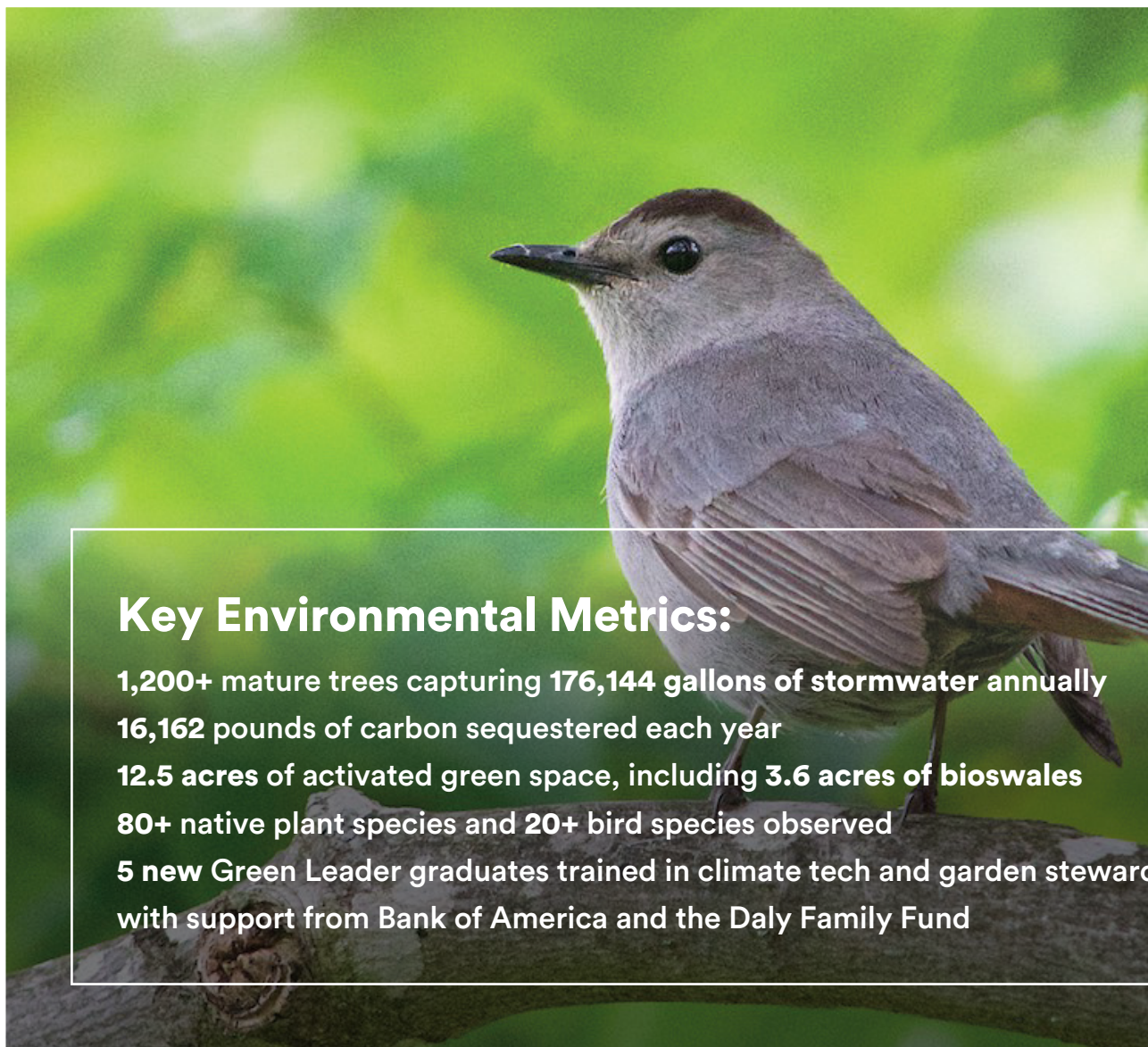
Family Day (Community Engagement)

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.



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.

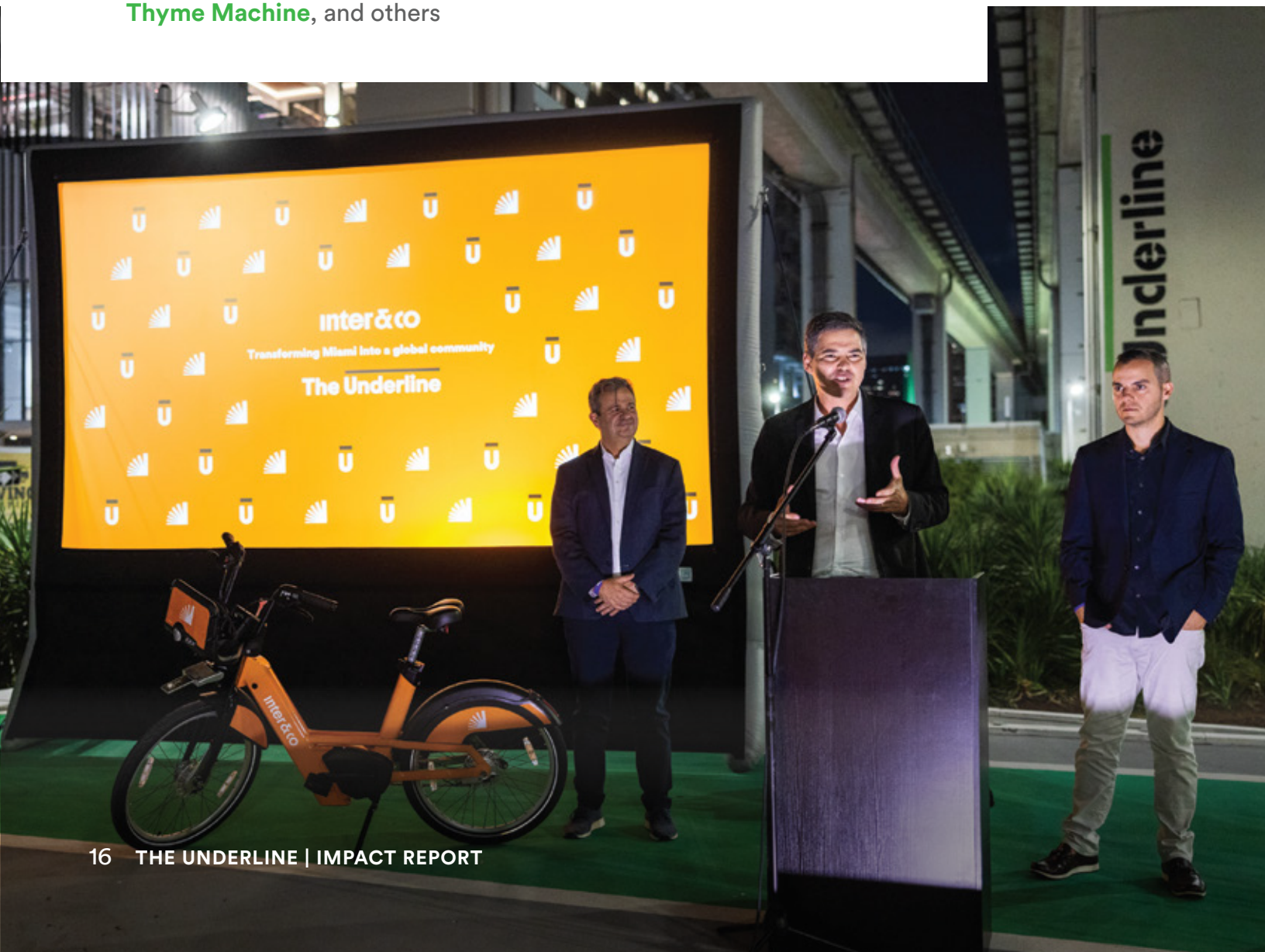


Partnerships & Economic Development

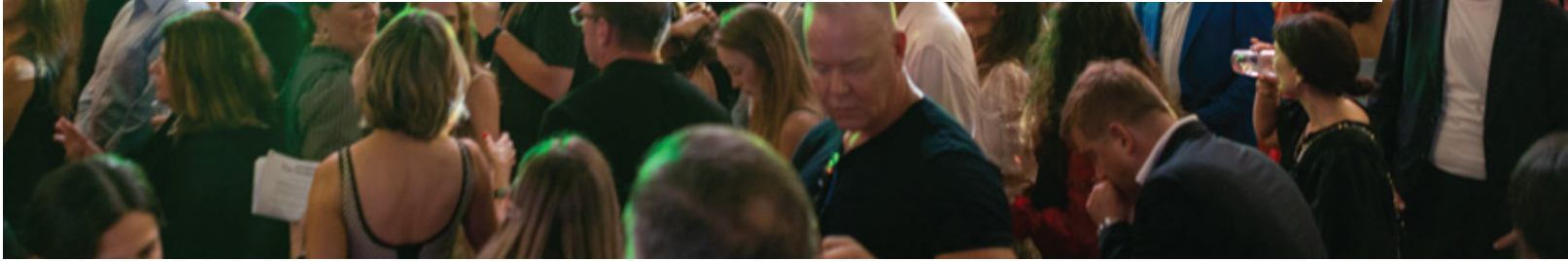
This year, we secured **\$3.4M in total revenue**, including **\$1.3M in grant funding** and support from over **700 individual donors**—ensuring a sustainable future for programming, operations, and expansion.

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
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The Miami Foundation For A Greater Miami
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Daniel Balmori

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Honorary Board Member**Parker Thomson**

Hogan Lovells

Our Public Partners**Miami-Dade County**

City of Miami

City of Coral Gables

State of Florida

USDOT and FDOT

The Underline Conservancy**Meg Daly**

Chairwoman,
Friends of The Underline
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Stu Blumberg

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Miami-Dade County
Department of
Transportation & Public
Works, CFO

Kevin Walford

Miami-Dade County
Transportation
Planning Organization
Planner II

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
Total Revenue and Support	\$5,511,025.00
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
Total Expenses	\$4,712,267.00
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

