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Miami DDA names agency, advertising firms name executives

Several advertising agencies have hit the ground running, with new account wins and strategic plans for their clients.

Soon after being named to handle the **Miami Downtown Development Authority**, **Schwartz Media Strategies** in Miami launched a strategic plan that includes positioning the DDA as the go-to source for comment on issues that affect downtown Miami.

Within days of the firm's hiring, papers reported on Miami's overdeveloped urban core and issues with several of its developers. Schwartz contacted **The New York Times**, which included "positive commentary" from DDA Executive Director Alyce Robertson. Details included the downtown area's more than \$13 billion in infrastructure investment, and the residential draw the core had become, said agency principal Tadd Schwartz, whose shop beat out 20 other firms in the bid process.

Schwartz also handles various other downtown, Brickell area and bayfront properties and clients. Those include the Adrienne Arsht Center for the Performing Arts; real estate and property management firm **Cushman & Wakefield**, which manages a number of downtown office buildings; Bank of America Tower at International Place; and **Rilea Group**, builder of 1450 Brickell, a new class A office tower, and owner of One Broadway, a large downtown rental tower.