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**MIAMI DDA PARTNERS WITH MIAMI-DADE COUNTY ON REVAMP THE
RAMPS PROJECT**

**County Community Image Advisory Board (CIAB) implements; Miami DDA
contributes \$100,000 and commits to maintenance**

MIAMI (July 16, 2008) – The Miami Downtown Development Authority (Miami DDA) has contributed \$100,000 to Miami-Dade County’s Revamp the Ramps Project, which set out to landscape roadside areas and was implemented by the County Community Image Advisory Board (CIAB). The Miami DDA, which strives to develop Miami’s Downtown area, also provided the landscape architect and has committed to maintaining the ramps on an ongoing basis.

The program encompasses the following ramps: I-95 on/off ramp at the intersection of SE 3rd Street and SE 2nd Avenue; I-95 on/off ramp at the intersection of SE 4th Street and SE 1st Avenue; I-95 on/off ramp at the intersection of SE 2nd Street and S. Miami Avenue; west side of NW 3rd Avenue from NW 1st Street to NW 7th Street; and east side of NW 3rd Court from NW 1st Street to NW 7th Street. The project was approved in July 2007 by the County Board and was complete in three months.

Alyce Robertson, who spearheaded the program as Miami-Dade’s Community Image Manager of CIAB and who now serves as the Miami DDA’s interim executive director, approached the Miami DDA about partnering on the initiative.

Robertson noted, “Since the mission of the CIAB is to enhance gateways, these ramps were targeted for improvement as the gateway to downtown Miami to emphasize its stature as an important destination for tourists, residents and businesses. The

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collaboration with the Miami DDA enabled the County to complete a project that would normally take years in just months. So much of the process was done concurrently and cooperatively.”

“The Revamp the Ramps endeavor is another illustration of our ongoing partnership with the City and County to achieve our objectives of making Miami a more welcoming place. Together we are making strides to greatly enhance the economic vitality of the area one step at a time,” added Mark Spanioli, Miami DDA’s director of Development and Capital Improvements.

As part of its mission to “Make Downtown Miami the most livable urban center in the nation and strengthen its position as the international center for commerce, culture, and tourism,” the Miami DDA has also supported the City of Miami’s Beautification Project, with \$200,000 in funding. Other Miami DDA programs that contribute to the aesthetic improvement and enhanced safety and security of Downtown Miami include the Façade Improvement Program, Ambassador Program, the DET Team and several capital improvement projects.

The Miami Downtown Development Authority, founded in 1965, is governed by a 15-member Board comprised of three (3) public appointees and twelve (12) downtown property owners, residents and / or workers. Through its own programs and services and partnership with the City of Miami and other governmental entities, Miami DDA is dedicated to making Downtown a more livable community and improving the quality of life for employers, employees, residents, property owners, and visitors. For more information, please call (305) 579-6675 or visit www.miamidda.com.

The Miami DDA in partnership with the Miami Downtown Partnership also publishes the DWNTWNR Newsletter, a quarterly update on what’s new and happening in Downtown. The colorful informational piece is distributed to 15,000 residents, businesses, corporate centers and the Welcome Center. For more information on Downtown Miami, please visit the online version of the DWNTWNR Newsletter at www.dwntwnr.com.

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The CIAB is an advisory board to the Miami-Dade County Commissioners comprised of multiple agencies across jurisdictions that focus its efforts on enhancing the aesthetic appeal of the Gateways of Miami-Dade County through landscaping, painting and other aesthetic enhancements, and a concerted effort to increase the tree canopy in public spaces. The CIAB also works on Biscayne Boulevard, all major highways, and the causeways to the beaches through partnerships with FDOT, MDX, the DDA, the City of Miami, the City of Miami Gardens, the City of Opa Locka, and several County departments on various projects that enhance the look and feel of the community. For more information, visit www.miamidade.gov.