



Miami Worldcenter

2014 – Present

Schwartz
MEDIA STRATEGIES

THE CLIENT

In 2006, the City of Miami was auctioning off undeveloped parcels and the Miami Worldcenter team saw long-term opportunity in owning centrally-located land in the urban core. All in all, **more than 30 parcels of land** were purchased from 40+ owners over nearly a decade.

The team created a master plan that would ensure a balance mix of uses while ushering in **\$100 million in privately-funded infrastructure improvements** necessary for accommodating large-scale development in a district that was previously undeveloped.

Years were spent engaging and educating the community with the goal of securing public sector approvals. **Dozens of community meetings** took place and the team worked with labor groups, local businesses and neighborhood residents to formulate agreements that would ensure the local community benefitted from the development.

In 2014, Miami City Commission **unanimously** voted to approve Miami Worldcenter's zoning package and master development agreement.



THE MARKET

As the retail sector evolved, it became clear that the project would be well-suited for an open-air 'high street retail' design comprising entertainment, dining and shopping organically integrated within the existing Downtown Miami street grid.

Construction of **Miami Worldcenter broke ground in 2016** after more than a decade of planning and preparation.

From global and national brands like citizenM, Flow, Witkoff, and ZOM Living, to homegrown names such as the Related Group and Comras Company, Miami Worldcenter has enlisted best-in class developers, design and engineering firms across all asset classes to create a 'city within a city.'

Today, **Miami Worldcenter is a gathering place**: thousands of residents are living in buildings towering 60 stories into the air, foodies are fawning over dishes by Michelin-starred chef Michael Beltran at Laurel Brasserie, 300,000 square feet of retail has been occupied by global brands, and commuters are accessing a host of transit options on-site.



THE CHALLENGE

Create a clear path to Miami Worldcenter's zoning approval

Secure support among community stakeholders, members of the public, and decision makers at the City of Miami and Miami-Dade County

Manage communications around the years-long construction process

Attract best in class brands to ensure commercial success

Brand Miami Worldcenter as a destination and drive foot traffic



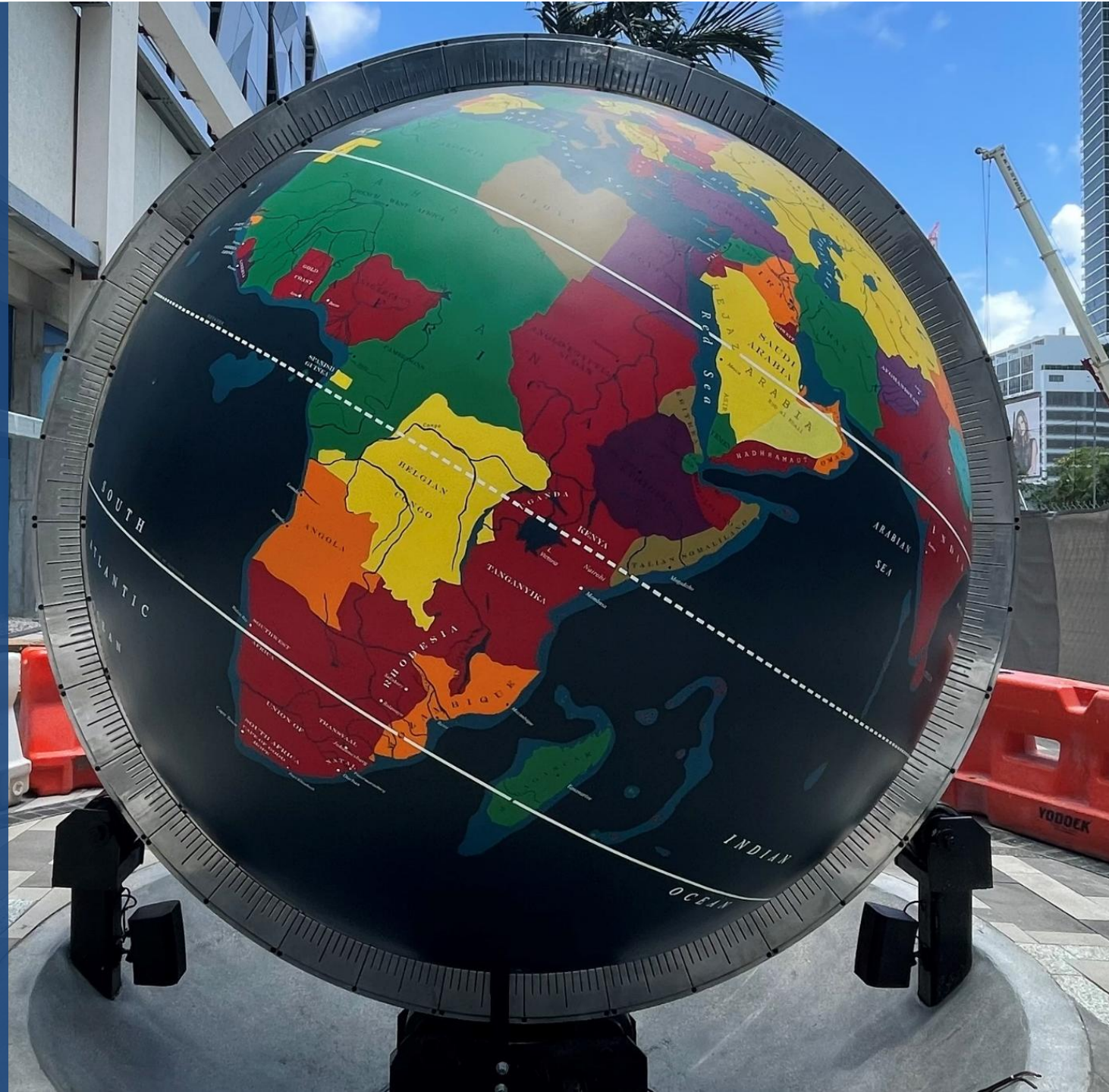
THE SOLUTION

Develop integrated campaigns including public affairs, strategic communications, and community engagement

Define Miami Worldcenter as a community hub, an economic engine and a source of neighborhood revitalization

Solidify Miami Worldcenter as a catalyst for Downtown Miami's emergence as a thriving residential, retail, business and lifestyle destination

Drive residential and retail tenant traffic in tandem with the property's leasing, sales, and marketing teams



THE APPROACH

Public Affairs

Drive the conversation and ensure accuracy/balance in reporting through proactive media outreach and favorable storylines that frame the debate, speak directly to key audiences, and advance the development's core messages

Enlist third party project supporters as surrogates who are comfortable speaking publicly about their enthusiasm – and who are willing to speak at public meetings

Demonstrate market demand for the product that Miami Worldcenter intends to deliver, with an emphasis on retail, residential, hospitality uses

Underscore the project's support among elected officials and decision-makers at City Hall, with the goal of speaking directly to the opposition and fostering confidence in MWC's prospective retailers and development partners

Neutralize and mitigate lingering opposition by discrediting detractors' claims and demonstrating a groundswell of positive goodwill in the community, in line with the team's ongoing legal strategy



THE APPROACH

Branding & Communications

Highlight our diverse product types and infrastructure to brand Miami Worldcenter as Miami's first 'city within a city'

Align Miami Worldcenter with Brightline, positioning the project as Miami's most connected transit-oriented development

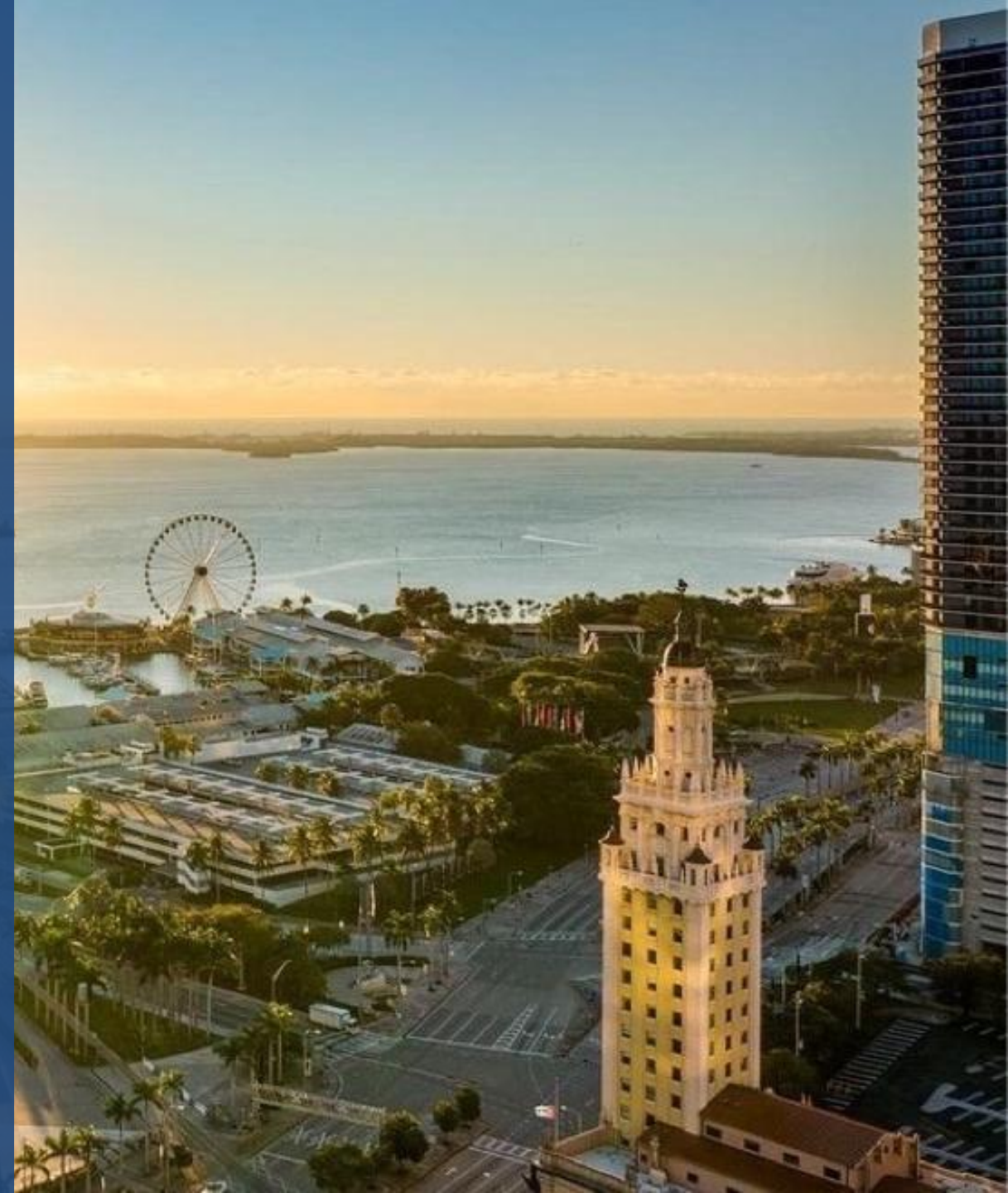
Showcase human interest stories to illustrate the project's community impact, while building additional goodwill

Emphasize the partners taking part in the master plan with the goal of underscoring the team's depth and credibility

Collaborate with community partners and organizations to inform key audiences about what Miami Worldcenter is bringing to market

Keep the community and key audiences/stakeholders engaged and informed through social media, online content and event participation

Capitalize on development and leasing milestones to build momentum, awareness and confidence in the market



THE RESULTS

Miami Worldcenter stands as the **largest private, urban development** to win approval in City of Miami history

The project has **set the pace for Downtown Miami's revitalization** as a full-time live, work, play destination

Multiple completed residential towers are **sold-out and fully leased** and occupied

Miami Worldcenter's **retail is fully leased** to dozens of new-to-market restaurants, entertainment venues, and national brands

The site's sea of surface parking lots and empty warehouses have been transformed into a **vibrant residential and commercial district**

Miami Worldcenter stands as **the most prominent mixed-use transit-oriented development** to take shape in Florida

Retail component sold for **\$210MM** in 2026 – the **largest non-mall retail sale** in Miami in nearly a decade



Then vs. Now



Best-in-Class Partners



CIM

NAFTALI
GROUP

MOINIAN *flow* Witkoff



ARIA



comras company



ABBHI
CAPITAL



LYND LIVING
HOME IS HERE

RPC

LOM
LIVING

E11EVEN
MIAMI



Retail & Lifestyle Destination



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SAVAGE FENTY
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STARBUCKS®

Juvia
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Chug's
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RESTAURANT



SIXTY VINES.

SWEET PARIS
crêperie & café



MUSEUM OF
ICE CREAM

THE RESULTS STRATEGIC MEDIA RELATIONS

The New York Times

May 11, 2016

UMV: 47,388,452

COMMERCIAL REAL ESTATE

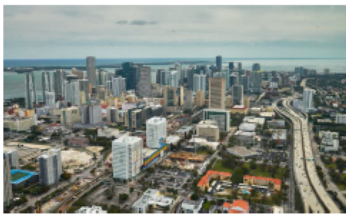
Miami Emerges From Gloom Into Residential and Commercial Sunlight

Square Feet

By Nick Madigan

MIAMI — It was always Miami Beach, a barrier island on the sun-dappled Atlantic, that attracted the attention, the glamorous notices, the billions of dollars in real estate speculation.

Just four miles away on the mainland, the sprawling metropolis of Miami suffered for years in the comparison, its scruffy downtown largely devoid of life after offices closed for the day and commuters fled to the suburbs. Inner-city neighborhoods, mired in poverty, were far from investors' radars.



Downtown Miami, where billions of dollars in redevelopment projects are reshaping the city.

"It was a ghost town, with vacant parcels, no residential areas, no museums," said Alan R. Kleber, managing director of the local office of JLL, an investment management company that specializes in commercial real estate. "It was a wasteland with an amazing view."

Miami long struggled to achieve the patina of prosperity, even though glimmers appeared in the Brickell neighborhood, where condominium towers and office buildings proliferated, and more recently in the Design District, with its elegant boutiques.

Now, a wave of commercial and residential development in downtown Miami and its periphery is altering the city's skyline. And in providing options for those less affluent than the condo dwellers by the water, it is challenging the long-held perception that Miami is not a place where a middle-class person can live well and raise a family.

"It's become dynamic and vibrant, even for the naysayers," Mr. Kleber said of the last few years. "What you're seeing is the densification of a city, right before your eyes. We're watching another Manhattan being built."

While such comparisons may be hyperbolic, data show a significant increase in downtown residential properties — many of them rental apartments — in tandem with construction of multipurpose developments, retail stores, restaurants, supermarkets, a mass transit hub and cultural institutions.

In a report published in February, the city's Downtown Development Authority said rental construction

THE WALL STREET JOURNAL

March 8, 2017

Circulation: 1,337,483 / UMV: 43,471,073



A rendering of the Paramount Miami Worldcenter overlooking the waterfront. The \$2 billion mixed-use development had been in the planning stages for more than a decade and completion is set for 2023.

Project Strikes It Hot in a Cool Market

Miami development secures loan offer more than a year as banks tighten reins

By Peter Guter and Lucia Kowaly

A sprawling, \$2 billion mixed-use real-estate development in what once was a gritty part of downtown Miami is lining up financing despite signs the city's real-estate market is softening.

The loan took more than a year to secure, as banks have virtually frozen financing for new construction contracts in the city. Only one other downtown Miami condo project is expected to be completed in 2017.

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FINANCIAL TIMES

April 15, 2016

Circulation: 609,000 / UMV: 2,587,381

The new high-end condos breathing life into downtown Miami

Kevin Brass

Residential developments in a traditionally less glamorous area of the city are luring investors away from the oceanfront



Downtown Miami and the Miami river

Real estate broker Peggy Fucci has spent a lot of time in China trying to convince investors to buy condominiums in Miami Worldcenter, a new 27-acre development in the heart of the city. With sales to Latin Americans slowing, the Chinese are among the most active buyers in the \$2bn project, which is being built in a neighbourhood that is largely a mix of vacant lots, government offices and old restaurants.

"My pitch is that you're not just buying in a building, you're part of something changing Miami's dynamic," says Fucci. "It is giving Miami something that it didn't have before."

Construction of the Worldcenter — a "city within a city" featuring a 450,000 sq ft shopping plaza, two hotel towers, a convention centre and two residential towers — started in March. It is one of the largest mixed-use projects in development in the US. Its first phase includes the Paramount Worldcenter, a 700ft tower with 513 condos and average prices of more than \$m.

THE RESULTS STRATEGIC MEDIA RELATIONS

Forbes

September 27, 2019

UMV: 29,761,498

Downtown Miami Is A Rising Star Among The Galaxy Of Burgeoning Cities

By Michael Alpiner

What a difference a decade makes. Downtown Miami is not the same place it was 10 years ago when South Florida last hosted the Super Bowl, the country's biggest stage and most watched televised event of the year. Downtown Miami was a 9-to-5 only business district and a virtual ghost town on nights and weekends. Travel to Miami almost exclusively consisted of visiting the beach for sun, sand and shopping.



Here are some of the changes that has come to the area:

Downtown Miami is home to a vast array of culturally themed restaurants, high end and discount retail, hotels, parks, museums and transit that didn't exist 10 years ago. From the Perez Art Museum Miami (PAMM) to the Frost Museum of Science and more, Downtown Miami is now home to the highest concentration of cultural institutions in the Southeast.

A visit to the Frost Museum of Science is a must for tourists and residents alike. The design elements of the museum utilize space and light to create an ambiance that augments the exhibits. The PAMM presents local and international artists whose work has some link to the geography and culture of South Florida. After enjoying the well-curated space, a quick bite at Verde, the museum's associated eatery that champions the art of food.

Downtown is now home to more 4 and 5 star hotels than any submarket in Florida per capita.

The number of tourists visiting downtown Miami has grown from 3.1 million in 2010 to more than 5.4 million in 2017 (a 74% increase).

The population in downtown has grown by 40% in just eight years, fueled by job growth, a boom in lifestyle amenities like bars, restaurants, nightlife and entertainment

Virgin Trains, formerly Brightline, South Florida's first higher speed passenger rail service, connected Miami to Broward and Palm Beach. In the upcoming few years, Virgin Trains plans to extend its route all the way to Orlando.

NEW YORK POST alexa

April 18, 2019

Circulation: 500,521 / UMV: 23,952,440

Richard Branson's new high-speed train links luxe condos in Florida

By Christopher Cameron



Virgin Trains USA — South Florida's new express-train service, a collab between Brightline and Richard Branson's Virgin Group — is reshaping development in Miami. A slew of new towers are popping up around those high-speed stations, allowing residents to dash to Palm Beach (and eventually Orlando) in a luxurious wink.

"There was a lot of conversation about connectivity and public transportation as we were planning this project," says Dan Kodsi, CEO of Paramount Ventures, which is developing Paramount Miami Worldcenter, the signature tower of the 27-acre mixed-use megaproject just three blocks from the Miami Central station. "With the amount of office space, hotel rooms, shops, restaurants and residences we are building, it's like a little city. Everything is walkable. It's pretty incredible."

THE WALL STREET JOURNAL.

February 5, 2019

Circulation: 1,337,483 / UMV: 43,471,073

Out-of-State Buyers Flock to Miami

Residents of high-tax cities are increasingly drawn to South Florida after last year's tax law capped deductions

BY LAURA KUSISTO, ARIAN CAMPO-FLORES AND JIMMY VIELKIND



Worker on the top of the Paramount tower at Miami Worldcenter, the second-largest urban development now under way in the U.S. MARY BETH KOETH FOR THE WALL STREET JOURNAL

A growing list of public officials in high-tax states are expressing alarm that big earners are bolting to low-tax states as new data suggests some home buyers are moving in response to the year-old change in the federal tax law.

New York Gov. Andrew Cuomo became the latest on Monday when he blamed a \$2.3 billion state shortfall on the new federal tax law that he said is driving people to leave the state. During a news conference in Albany, Mr. Cuomo said the 2017 law capping a deduction for state and local taxes at \$10,000 is the reason for the deficiency. He specifically mentioned Florida as an attractive option for New Yorkers who are unhappy with the change in the tax law

Preliminary data show a jump in Florida home purchases by buyers from high-tax states. Home values in lower-tax areas have been rising faster than those in places where limiting the ability to deduct high state and local taxes eroded some of the savings from the federal tax reduction, according to an analysis by real estate and data firm Zillow.

One of the biggest winners from this shift has been Miami. The city is experiencing more activity than usual from buyers living in states like New York, New Jersey and Illinois. People are drawn to the city by mild weather—as always—and by deals on condos and lower taxes. They are stepping in after foreign buyers, who helped lift Miami's condo market out of a tailspin following the financial crisis, have pulled back.

THE RESULTS STRATEGIC MEDIA RELATIONS

COMMERCIAL OBSERVER

October 31, 2023

Circulation: 26,520



Schwartz
MEDIA STRATEGIES

GLOBAL MIAMI

March / April 2023

Circulation: 30,000 / UMV: 10,650



Schwartz
MEDIA STRATEGIES

THE WALL STREET JOURNAL.

May 23, 2023

UMV: 72,469,193

The Biggest South Florida Housing Boom Is Near the Rail Stations

Brightline, the privately owned rail service, opened stations in Miami, Fort Lauderdale and West Palm Beach about five years ago

By Deborah Acosta



South Florida housing values are still rising even as home prices in much of the country are starting to come down. Values for homes located near the region's expanding rapid transit rail system are appreciating even faster.

Brightline, the privately owned and operated rail service, opened stations in Miami, Fort Lauderdale and West Palm Beach about five years ago, and more recently opened two more in Aventura and Boca Raton. Last week, Brightline started selling tickets for a new stop in Orlando, slated to open toward the end of the summer.

While mass transit systems throughout the U.S. are suffering from decreased business as more people work from home, Brightline reported a 68% increase in ridership in March of 2023, compared with the same month last year.

The popularity of the rail line is spilling over to the residential real-estate market, enabling home sellers to command higher prices for proximity to the transportation system, according to an analysis by the real-estate data and analytics firm Green Street.

Schwartz
MEDIA STRATEGIES

THE RESULTS STRATEGIC MEDIA RELATIONS

OCEAN DRIVE

November 2019

Circulation: 52,534/ UMV: 48,676



On Top of the World

PARAMOUNT, THE NEW RESIDENTIAL TOWER AND CENTERPIECE OF MIAMI WORLDCENTER, PROMISES TO QUICKEN THE PULSE OF THE HEART OF MIAMI WHEN IT MAKES ITS DEBUT. BY JEAN NAVAR

After more than a decade in the making, Paramount, one of the most talked-about new residential buildings to transform the Miami skyline, will make its debut at a gathering of VIPs at an opening celebration this month. "Paramount's residential experience doesn't exist anywhere else," says its developer Dan Kodia of the new 62-story structure whose iconic silhouette now commands attention at the heart of the city. "It has more amenities than any other building in the country."

Already roughly 90% sold to buyers from around the world, the striking new tower also promises to continue to make global waves as residents begin to move in the months ahead. "Paramount's diverse group of buyers from 36 countries—from Turkey, China and the UAE to

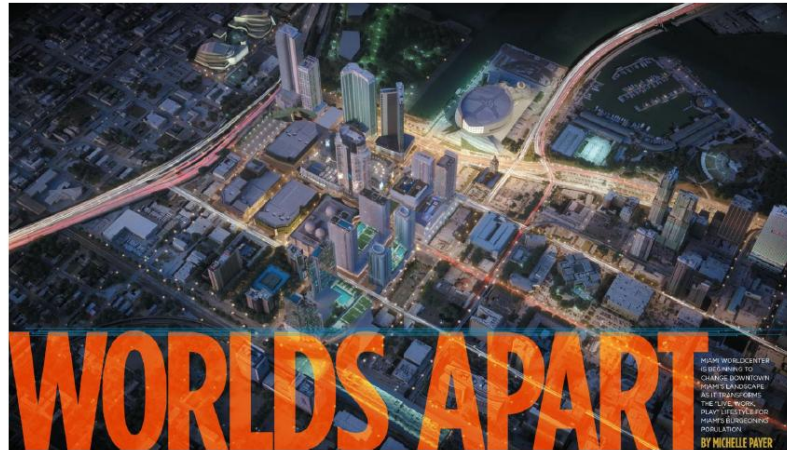
Brazil, Venezuela and Sweden—is a testament to the fact that Miami has become one of the most international cities in the world," says Kodia. It also proves there's much to love about the new condominium building, which includes more than 300 generously sized apartments with sweeping terraces and stellar views as well as 24-hour concierge service.

Without a doubt, the rich mix of amenities that set the Paramount apart also served as an essential draw to domestic and overseas purchasers alike. Among Kodia's favorites, he says, "are a basketball court and a sleep cabin on the upper deck." Other standout built-in bonuses include an outdoor soccer field—the country's first in a high-rise residential development—two tennis courts, a resort-style pool, multiple bungalows, a boxing

AVENTURA MAGAZINE

February 2018

Circulation: 35,000



MIAMI WORLDCENTER IS SET TO CHANGE DOWNTOWN MIAMI AND TRANSFORM THE CITY'S WORK-PLAY-LEISURE SCENARIOS. BY MICHELLE PAYER

MIAMI MAGAZINE

November 2022

Circulation: 53,014

ART AT THE CENTER

Miami Worldcenter will host a multimillion-dollar collection of contemporary artwork for public view.

BY CLAIRE BREUZEL

Twenty-seven football fields of north Downtown Miami land are transforming into a mixed-use mecca for apartments, shops, a hotel and even a concert center. The brainchild of Miami Worldcenter Associates managing principals Nirin Motwani and Arthur Falcone, this private development in progress already includes three condominiums—and is now the site for \$5 million worth of integrated contemporary artwork and site-responsive commissions.

To lead the creative vision, Miami Worldcenter called on seasoned art expert Jeffrey Deitch and PRIMARY, a Miami-based gallery and curatorial collective. In 2009, PRIMARY, composed of trio Books Bischoff, Cristina Gonzalez and Typoc, initiated the first Wynwood murals by the world's top street artists. Deitch founded his

first gallery in 1978, since then working across the art spectrum establishing artists' careers through Deitch Projects Los Angeles and New York and through his art advisory.

Deitch shares, "All of the artwork for Miami Worldcenter is figurative as we wanted the artwork to be accessible to a wide audience and for everyone to find meaning in the work."

To assist with impartiality and thematic adherence, an advisory committee of New York and Miami museum experts was collated, including Public Art Fund's Nicholas Baume and High Line Art New York curator Cecilia Alemani, as well as Franklin Sirmans and Alex Gartenfeld from Pérez Art Museum Miami and ICA Miami, respectively. They greenlighted seven U.S.-based artists to produce themes ranging from Haitian heritage and mythology to ideas of land ownership.

Deitch continues, "Most public art projects focus on



Rendering of Miami Worldcenter from the new and Paramount building's vantage.

THE RESULTS STRATEGIC MEDIA RELATIONS

WWD

April 2016

Circulation: 59,000 / UMV: 2,448,772

InFocus

Due in 2018, Miami Worldcenter's 27 acres include 300,000 to 400,000 square feet of streetscape retail.

Downtown



Slower to take shape, downtown got a boost from the Adrienne Arsht Center for the Performing Arts, Pérez Art Museum Miami and the upcoming Frost Museum of Science and 1000 Museum residential tower by Zaha Hadid. The gritty neighborhood of surface lots and early-20th-century buildings north of the Miami River recently welcomed the Langford boutique hotel just off Flagler Street, the city's east-west axis. Its streetscape is set for a \$13 million makeover.

"Unfortunately, many buildings were razed so there wasn't a lot to rehab, and it's costly to build new," said Anthony Graziano, senior managing director for New York-based Integra Realty Resources, which consults for the Miami Downtown Development Authority.

Developers are finally investing. Condominium and rental residential towers and a 1,700-room Marriott Marquis hotel are part of Miami Worldcenter, a \$2 billion, 27-acre master plan due in 2018. Originally designed as an enclosed mall anchored by department stores, its 300,000 to 400,000 square feet of retail switched to an open-air, pedestrian streetscape leased and managed through The Forbes Co. and Tushnet Centers.

"We decided the city and its cultural institutions should be the anchor," said Nitin Motwani, managing principal for Miami Worldcenter Associates, which spent seven years acquiring enough parcels. "It's rare to build an urban core from scratch today."

Convenient to the airport, port and highways, downtown also will be home to All Aboard Florida's high-speed rail terminal designed by the same firm as One World Trade Center. H3 Hospitality exclusively manages leasing for 180,000 square feet of retail at Miami Central, the station's 11-acre, mixed-use development opening in 2017.

SOUTH FLORIDA BUSINESS JOURNAL

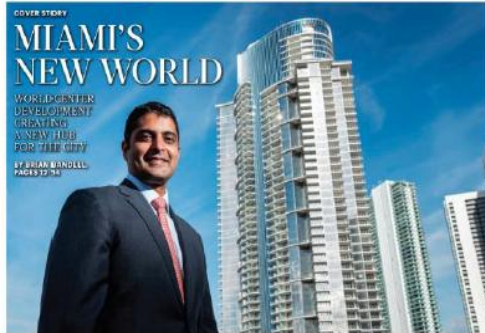
January 17, 2020

Circulation: 9,242 / UMV: 347,332

SOUTH FLORIDA BUSINESS JOURNAL

40TH ANNIVERSARY

Spirit breaks ground on HQ
The new campus is 300,000 square feet
MATTHEW ARBOREAS, 8



VENTURES

Boatt Group inks international deal

The deal opens a Florida company's access to the Asian beer company.

INNOVATION 12

ON THE MONEY

Incentives granted for bioscience facility

The state of Florida approves the state's first bioscience facility.

REALESTATE 10



SENZ: FROM ENGINEER TO BREWER

THE LIST

Business parks

Mergers and acquisitions

20 21

FROM THE EDITOR

MAKE WAY FOR MIAMI WORLDCENTER



As a downtown Miami resident, I can attest to the excitement that surrounds Miami Worldcenter.

I moved to Edgewater about 4 1/2 years ago, just as the \$4 billion project was breaking ground.

The week's cover story illustrates how the 27-acre project, which includes residences, shopping, dining, office, and a hotel, is expected to transform downtown—and then some. After all, it is the largest urban redevelopment effort underway in South Florida.

With two structures already open for business, the Paramount condominium tower and the Canale apartments, it's easier to see how transformative this project will truly be for the formerly desolate neighborhood.

Miami Worldcenter has already attracted more than \$1 billion in development to the site, and its mix of shops, eateries and entertainment will boost foot traffic to the area's new businesses that will call it home.

Retail and restaurants I can walk to? Sign the up.

— Matt Motwani

The Miami Herald

March 4, 2016

Circulation: 141,188 / UMV: 2,279,799

DOWNTOWN MIAMI ON THE RISE



Downtown Miami continues to morph. Thursday, developers broke ground on Miami Worldcenter and Paramount, the mixed-use development's signature residential tower. The 27-acre development at 10th Street and NE Second Avenue will include retail, hotel and residences. The 60-story Paramount Miami Worldcenter is slated for completion in 2018. The project is being developed by Daniel Kofsi, Art Falcone and Nitin Motwani.

The Worldcenter launch comes just two weeks after the ground breaking for Canvas, at 90 NE 17th Street in downtown Miami's Arts & Entertainment District. In a release, developer NR Investments said 58 percent of the 513 units have been sold.

Both projects are within walking distance of the Adrienne Arsht Center for the Performing Arts, now celebrating its 10th season. The 38-story, 497-unit Melody Tower, under construction across the street from the Arsht Center by the Melo Group, expects to open in May. More than 100 units rented out within 10 days of launch, according to a spokesman.

Jane Wooldridge

THE RESULTS STRATEGIC MEDIA RELATIONS

The Miami Times

INTEGRITY | INSIGHT | INFLUENCE

October 25, 2017

Circulation: 17,178 / UMW: 12,821

THE BLACK APPRENTICES

Millennials learn trade at Worldcenter site

By Andrea Robinson
arobinson@miamitimesonline.com

Two years ago, Nitnin Motwani was met with jeers and suspicious scowls when he visited meetings at Overtown churches. The real estate developer was considered persona non grata with the idea of getting public funds for his Miami Worldcenter project.

With the first phase of the \$1.7 billion development firmly underway, Motwani gets fewer catcalls. He still shows up at meetings and has won over a few skeptical residents.

But for a group of millennials, mostly Black men and women, his project has put them on career path that most never expected. They are in their second year of a four-year apprenticeship where — if they're successful — they can become licensed electricians.

The program is giving a group of Black millennials a shot at careers in electrical construction, an area they never considered. About 40 apprentices, many of them Black and from Miami Gardens, Overtown and Liberty City, get on the job training and classroom instruction.

From the looks of things, Motwani, the managing partner at Miami Worldcenter, and his team have created an amalgamation of civic-minded processes and steps that include job training and, job fairs that give low-income residents — some with criminal pasts — a chance for a better life. Insiders say that contractors and subcontractors who bid for work on the massive project are checked on whether they are bringing Black men and women on their team.

"We're learning as we go," said Motwani.

He and project manager Rene Perez brought in Miami Dade College and Miami-Dade public schools to oversee the training programs, and

Please turn to **TRADE 6A**

So far, 20 journeymen and 40 apprentices have been hired. Of those, 45 percent of the journeymen and 70 percent of the apprentices are Black.

70% Apprentices are Black

45% Journeymen are Black

Jasmine McWilliams of Miami is learning how to build electrical systems as an apprentice at the Miami Worldcenter Paramount Tower project near downtown Miami.



—Miami Times Photo/Artem Kozlov

SOUTH FLORIDA TIMES
"Elevating the Dialogue"
sfimes.com

July 27, 2017

Circulation: 26,000/ UMW: 17,354

MIAMI-DADE

Teens get hands-on tour of Miami Worldcenter construction site



PHOTO COURTESY OF ANDRE WILLIAMS

Teens in the Urban Construction Craft Academy summer camp toured the Miami Worldcenter to learn more about careers in the construction industry.



PHOTO COURTESY OF ANDRE WILLIAMS

Staff Report

MIAMI — Thanks to a summer camp program organized by the Urban Construction Craft Academy in Miami Gardens, a group of about 20 teenage students interested in pursuing careers in the construction industry received a "hands on" tour of the 27-acre construction site at Miami Worldcenter, one of the country's largest development projects currently underway in downtown Miami.

The kids, who ranged in age from 13 to 18, put on their hard hats and toured the project's various components currently under vertical construction, led by Nitnin Motwani, Miami Worldcenter's managing principal, along with Coastal Fishman Executive Vice President Jim Scarpace, from the project's general contracting team, and partners from The Development Firm.

The first stop was the future home of Miami Worldcenter's open-air retail promenade and the 80-story PARAMOUNT Miami Worldcenter condominium, where the summer camp students got the opportunity to participate in a construction activity with the crew, which involved pouring cement and leaving their handprints on-site.

They learned about the essential building blocks of construction as well as the safety measures employed to keep workers safe. Then, they walked to the site of one of the project's rental developments, the 444-unit Seventh Street Apartments tower, where they were hoisted up to the building's completed floors overlooking the downtown Miami skyline.

THE RESULTS STRATEGIC MEDIA RELATIONS

SHOPPING CENTER BUSINESS

July 1, 2021

UMV: 7,814

Four Restaurants Sign Leases at Miami Worldcenter

July 1, 2021 Published in [Florida, Leasing, News](#) [Permalink](#)



Four restaurant and bar concepts will join the Miami Worldcenter, a 27-acre mixed-use development in downtown Miami, in 2022.

Miami — Four restaurants have signed leases at Miami Worldcenter, the \$4 billion, 27-acre mixed-use development downtown. The four restaurants are Chicago-based steakhouse Maple & Ash; Etta, a neighborhood restaurant centered around a wood-fired hearth; Laurel Brasserie and El Vecino, both concepts by Miami chef Michael Beltran. All four restaurants are slated to open in 2022.

COMMERCIAL OBSERVER

June 30, 2021

UMV: 184,939

Miami Worldcenter Inks First Restaurant Leases

BY JULIA ECHIKSON



Miami Worldcenter, one of the largest development projects in the U.S., inked its first restaurant leases between May and June, totaling 30,400 square feet, with former Michelin-starred chef Danny Grant and James Beard nominee Michael Beltran.

Grant, who's based in Chicago, will open his famed steakhouse, Maple & Ash, and Italian eatery Etta at Block H — a retail building located between 7th Street and 1st Avenue Northeast. The steakhouse will occupy 15,000 square feet, and its counterpart will take over 11,000 square feet.

Miami chef Michael Beltran will also open two locations: Laurel — a 2,800-square-foot, Cuban-influenced bistro — and El Vecino, a 1,600-square-foot cigar bar. Both will be situated on the ground floor of Caoba, a condo building adjacent to Block H.

The retail asking rent at the development is around \$100 per square foot, Michael Comras of The Comras Company told Commercial Observer. All restaurants are slated to open by the fourth quarter of 2022, the broker added.

The Comras firm represented both the landlord — master developer Miami Worldcenter Associates, which is led by managing partner Nitin Motwani and the L.A.-based CIM Group — and Grant. Representatives for Beltran's Ariete Hospitality Group could not be reached for comment.

Miami Worldcenter "is the hole in the doughnut," Comras said, referring to the development's prime

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ENTERTAINMENT

SPORTS & SOCIAL COMING TO MIAMI WORLDCENTER

Miami Worldcenter has secured dining and entertainment concept Sports & Social as its latest restaurant tenant. It will open in 20,000 square feet within the \$4 billion mixed-use development's "jewel box" retail building, steps away from the FTX Arena, Miami and New York-based terrace designed by the location.

Every restaurant and store that will open at Miami Worldcenter is carefully selected to ensure the ultimate live-work-play experience that appeals to downtown Miami's growing residential and commercial population," said Nitin Motwani, managing partner of Miami Worldcenter Associates, in a news release.

Sports & Social, owned by the Baltimore-based Cordish Co.'s Live hospitality arm, currently has nine locations open nationwide. It is slated to open its first South Florida outpost at Sweetwater's Dolphin Mall this winter.

Sports & Social will join Miami Worldcenter's lineup of recently announced tenants, including two food and beverage concepts by acclaimed chef Michael Beltran, Brasserie Laurel and El Vecino. Chicago's Maple & Ash and Etta restaurants have also signed leases there.



Sports & Social bills itself as 'the ultimate fun clubhouse,' combining elements of a sports tavern with classic games and live entertainment.

Sephora, Lucid Motors and Bowlero are among the tenants signed last year to leases within Miami Worldcenter's 110,000 square feet of retail space.

The development's retail leasing is led by California-based CIM Group and Miami-based Comras Co.

The largest completed buildings in the project are the Paramount Miami Worldcenter con-



NITIN MOTWANI, Managing Partner, Miami Worldcenter Associates

dominium, Caoba apartments, CitizenM hotel, Bezel apartments by ZOM Living and retail spaces. Construction is underway on the Legacy Hotel & Residences and Blue Zones Medical and Wellbeing Center, an apartment tower by Lalezarian Properties, the second phase of the Caoba apartments, and the "jewel box" retail building.

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