



City of Coral Gables  
CITY COMMISSION MEETING  
November 12, 2019

**ITEM TITLE:**

A Resolution authorizing the City Manager to approve and execute a one-time grant, in an amount not to exceed one hundred and fifty thousand dollars (\$150,000), to the Business Improvement District of Coral Gables to be utilized on an incremental and reimbursable basis for holiday decorations for Miracle Mile that have been pre-approved by the City.

**DEPARTMENT HEAD RECOMMENDATION:**

Approval

**BRIEF HISTORY:**

With a desire to see Downtown Coral Gables decorated for the holidays and in line with what similar downtowns offer, the City of Coral Gables and the Business Improvement District partnered to create a holiday experience on Miracle Mile. The street is currently not programmed for holiday decorations. The winter holiday selling season, the nation's peak shopping season, is a highly anticipated time of year for retail merchants. With seasonal décor installed on Miracle Mile from Douglas Road to Le Jeune Road, the City and BID hope to create a holiday atmosphere that amplifies the shopping experience on Miracle Mile and encourages residents and visitor to stroll, shop and dine.

The BID entered into a three-year agreement with a vendor for holiday decorations on Miracle Mile. The City will pay the BID no more than \$50,000 per year (50% of the annual contract) for a total of \$150,000 in three years through a grant.

Funding for each of the next three years (FY20-FY22) will be made up of \$40,000 (annually) from Community Recreation Department's Holiday Building Decorations allocation and \$10,000 (for FY20 only) from Economic Development's marketing allocation. For FY21 & FY22 the Economic Development Department will receive a temporary two-year increase in its total budget allocation (\$10,000 each of two years) to cover the balance to satisfy the last two years of the contract.

This item will authorize the City Manager to provide a one-time grant of \$150,000 (contingent on BID match of \$150,000) to support the holiday decorations program on Miracle Mile which has been pre-approved by the City, utilizing the funds on an incremental and reimbursable basis.

**FINANCIAL INFORMATION: (If Applicable)**

No.	Amount	Source of Funds
001-6900-552-83-00	\$150,000	General Fund

<b>Total:</b>	\$150,000	<b>Approved By:</b>
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**ATTACHMENT(S):**

- 1. Proposed Resolution**
- 2. Invoice/BID Agreement for holiday decorations**
- 3. BID's conceptual marketing proposal for Giralda Plaza**