

BUSINESS IMPROVEMENT DISTRICT OF CORAL GABLES

2020-2021
ANNUAL REPORT



**DOWNTOWN
CORAL GABLES**
BUSINESS IMPROVEMENT DISTRICT



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DEAR STAKEHOLDER,

We are pleased to share the 2020-2021 Business Improvement District of Coral Gables Annual Report. Here locally, as in cities all around the world, this past year was not what anyone expected or planned for. Since the spring 2020 shut down due to the pandemic, we have seen massive change. We are finally experiencing the beginnings of a return to 'normalcy'. As the world continues to change, the Coral Gables BID continues to ask one question, 'How can we best help in this new environment?'

The BID is always here to support businesses day-to-day through advocacy and marketing. While we could not safely host some of our signature promotions this year, our new staff worked diligently to become a trusted resource of information and support for members. We activated smaller creative installations that brought visitors to the Downtown. The Studios on the Mile program created live storefronts that invited guests to participate in art classes, and view a wide variety of exhibited artwork. Outdoor installations such as the Pumpkin Arch on Giralda encouraged thousands of locals to leave their homes, and reconnect with our updated sidewalks and stores with their family and friends. Illuminate Coral Gables launched our Downtown Outdoor Museum in both regional and national press. Finally, Murals on the Mile continues to offer welcoming messages to all who visit our area seeking the perfect photo opportunity.

In 2020-2021 we faced a unique year that challenged us as a community, but it was also a year that showed just how resilient, unique and poised-for-success Downtown Coral Gables truly is. Within the last year we have seen an astonishing number of new businesses join our Downtown. We have also witnessed how consumers returned to their shopping, dining and overall lifestyle habits. Since the inception of the Business Improvement District

of Coral Gables in 1997, our focus has been to create favorable conditions that increase commercial and cultural activity in our community – and despite unprecedented challenges, we've created unique opportunities to do so. As your BID, we're committed to augmenting the ways that consumers and merchants Experience Coral Gables.

Many of our member businesses have innovated this year, to better reach their old clients and attract new customers. Many have permanently pivoted the types of products and services offered, to better suit changing public needs. Yet, all businesses large and small have shown visitors that when they come to Downtown Coral Gables, they can enjoy a fun and safe experience. We are proud of all of these efforts and inspired by the entrepreneurial spirit and partnerships among our members.

Downtown has seen a strong comeback in recent months; the energy in Downtown Coral Gables is palpable. While we had to hit pause in 2021, we have recalibrated, and know that the momentum is here to stay. As a result of careful budget management, the BID is prepared to invest strongly in expanded marketing initiatives in the coming year. We plan to introduce important new projects that will continue to poise Coral Gables as a 'must go to' destination for both locals and tourists. The BID staff and volunteer Board share a passion for the vitality of our downtown; we are happy to feel the increased energy, positive momentum, and see the bustling neighborhood once again.

As we look ahead, the Board of Directors and staff thank you for staying engaged. Your participation allows us to continue promoting Downtown Coral Gables as the premier destination in South Florida to live, work, shop and dine.

PRESIDENT
Jillian Hornik

EXECUTIVE DIRECTOR
Aura Reinhardt



THIS IS THE BUSINESS IMPROVEMENT DISTRICT

The Business Improvement District of Coral Gables was incorporated in July 1997 and encompasses 19 blocks of Downtown Coral Gables including Miracle Mile and Giralda Plaza. Its mission is to promote commercial vitality for Downtown Coral Gables through marketing, advertising and advocacy of downtown issues and businesses. The BID empowers district members with a single, unified voice, speaking

collectively to governmental and civic organizations as well as the general public in order to bring prosperity to the District. Funded by members paying an assessment based on lot size, the BID elects a Board of Directors – representing property owners and business owners – that oversees the organization and is responsible for management, programming and budget decisions.



THE DISTRICT

19 blocks of Downtown Coral Gables



MISSION

The mission of the BID is to promote commercial vitality for Downtown Coral Gables through marketing and advocacy



A UNIQUE VOICE

The BID empowers its members through a single, unified voice, speaking collectively to governmental and civic organizations as well as the general public.



BOARD OF DIRECTORS

The members elect a Board of Directors – representing property owners and business owners – that oversees the organization and is responsible for management, programming and budget decisions.



2020-2021 MAIN PILLARS



PARTNER TO OUR MEMBERS

This past year presented an economically difficult environment that required survival and recovery strategies for many of our members. As the BID, we remained committed to supporting them across their unique array of needs. We equipped, retooled them and provided insights, support programs and more as they embraced new ways of doing business.



NEW MARKETING APPROACH

The BID introduced a comprehensive marketing approach that positions Downtown Coral Gables as an experience-rich destination and launched a rebranding campaign to reflect it. This integrated marketing focus consists of cohesive messaging and engagement across all marketing channels.



STRATEGIC PARTNERSHIPS

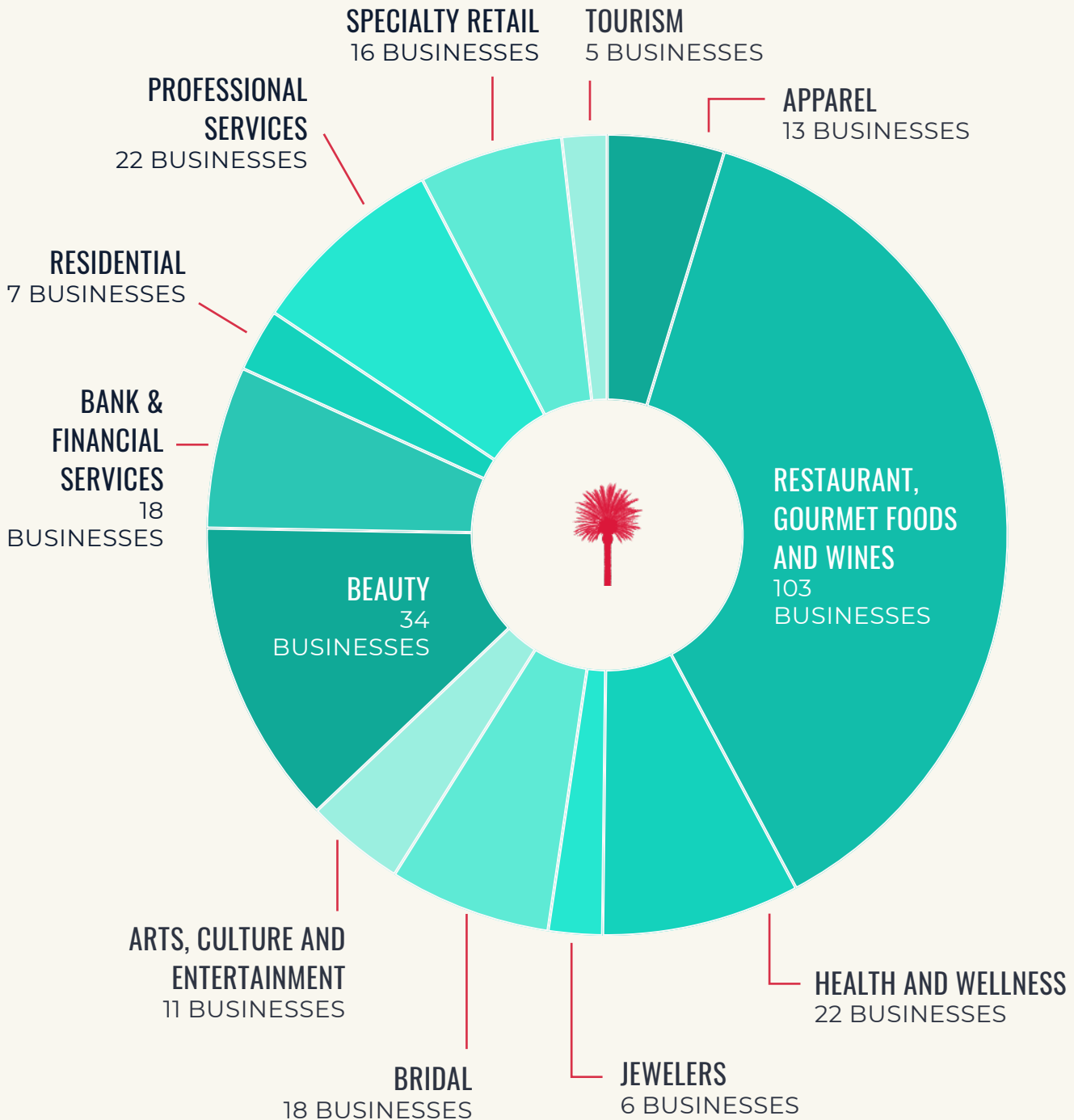
A Keystone strategy of the BID has been to establish productive partnerships with the private and the public sectors to augment the visibility of Downtown Coral Gables

- The BID introduced **GABLES ARTS COLLECTIVE** in Q4 last year to bring the arts to our Downtown and activated it through high visibility initiatives that came to life through alliances with local and national industry leaders and organizations:
 - **ILLUMINATE CORAL GABLES** turned the Downtown into a brilliant outdoor museum through partnerships with the City of Coral Gables, the Coral Gables Chamber of Commerce, the Coral Gables Community Foundation, veteran curator Lance Fung and 16 local, national and international artists.
 - Between October and December 2020, we launched **STUDIOS ON THE MILE** activating 7 storefronts with artists creating and exhibiting their works. The project was made possible through the partnership of Terranova and renowned curator Carol Damian.
 - The BID continues to leverage its partnership with the City of Coral Gables through key initiatives such as the beautification of Miracle Mile with four murals designed and painted by local artists Chalk and Brush.
 - Advertising opportunities for member businesses on the **KIOSKS**
 - Additional partnerships with local organizations such as the **ARSHT CENTER FAIRCHILD TROPICAL GARDENS** have allowed us to expand our footprint in the local community as well as tap into shared audiences.



MERCHANT COMPOSITION

A pedestrian friendly neighborhood, with a diverse make-up makes it an ideal destination to live, play and work. Our Downtown is home to some of Miami's finest retail boutiques and restaurants – creating the lively cultural venue we have all come to expect.



DOWNTOWN VISITORS

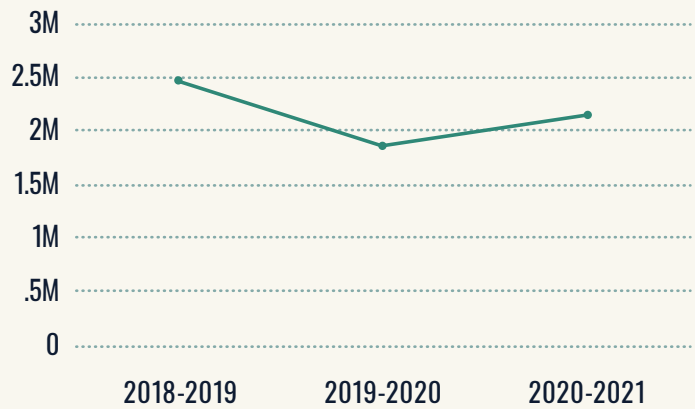
PEDESTRIAN TRAFFIC

Pedestrian traffic in Downtown Coral Gables was inevitably affected by COVID-19 – however, the increase in traffic each month during the last fiscal year and particularly as time passes since the pandemic’s shutdown, is a positive indicator that consumers are regaining confidence and returning to their consumption lifestyles. We expect to continue seeing pedestrians visiting, shopping, and experiencing our Downtown and traffic returning to full health.

The data in the below graphs have been sourced from the City of Coral Gables’ Internet of Things platform which is publicly available on its website.

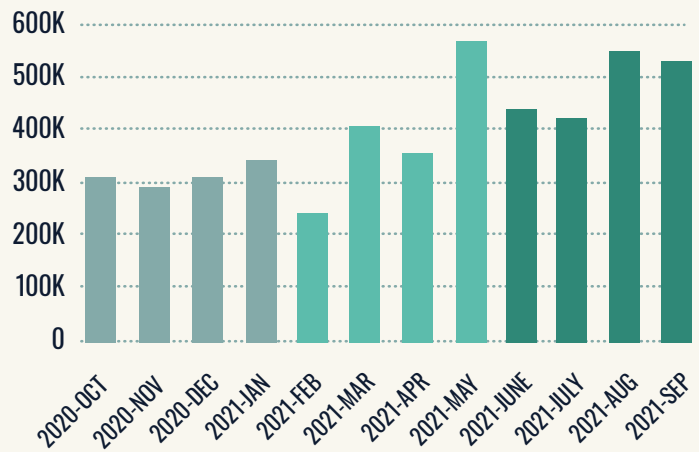
PEDESTRIAN TRAFFIC ON GIRALDA

BETWEEN SEPT. 29 AND SEPT. 29 OF EACH YEAR REPRESENTED.



MONTHLY PEDESTRIAN TRAFFIC

THROUGHOUT GIRALDA, GALIANO, MIRACLE MILE AND PONCE DE LEON.

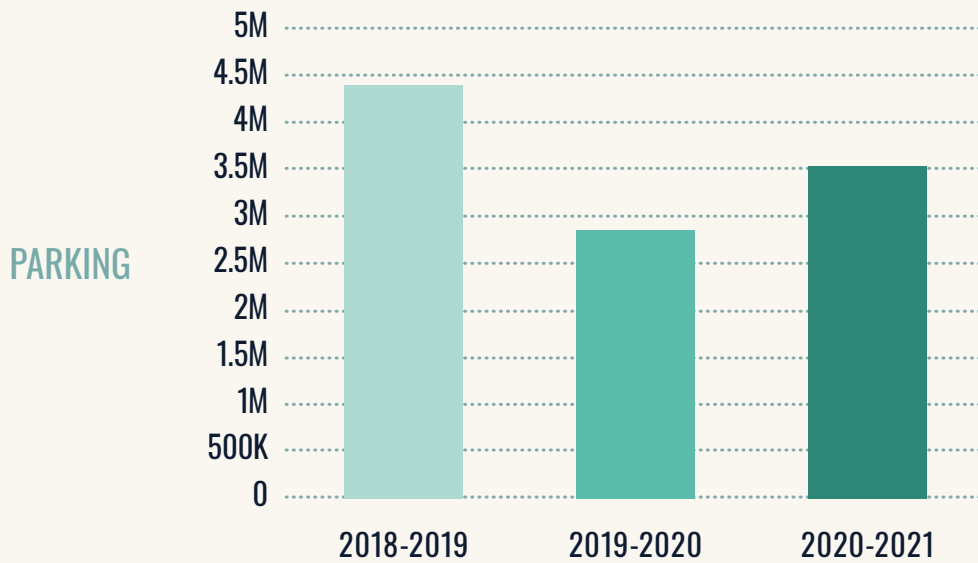


DOWNTOWN VISITORS

TRANSIENT TRIPS

METERED AND GARAGE PARKING

THIS DATA SHOWS ALL GARAGE TRIPS THAT TOOK PLACE IN DOWNTOWN CORAL GABLES AND 80% OF METERED TRIPS IN THE LAST 3 BUDGET YEARS.



NEW NEIGHBORS

25 NEW BUSINESSES OPENED SINCE ONSET OF COVID-19

A bustling business district, Downtown Coral Gables continues to grow its lineup of retailers and restaurants with more than 25 new businesses that have opened since the onset of COVID-19. Our Downtown is more eclectic than ever before and will continue to offer more experiences to our community as scheduled businesses open in the near future.



**10 NEW
RESTAURANTS**
+10 COMING SOON



8 NEW RETAILERS
5 COMING SOON



**2 FITNESS
STUDIOS**



**3 ART
POP-UPS**



**1
LIBRARY**



**1
BANK**



BUSINESS IMPROVEMENT DISTRICT

NEW NEIGHBORS

RESTAURANTS THAT OPENED IN THE PAST YEAR

1. Seasy Mediterranean: 136 Miracle Mile
2. Luca Osteria: 116 Giralda Plaza
3. Cebada by Chef Jorge Ramos: 120 Giralda Plaza
4. Forte by Chef Adrienne, 45 Miracle Mile
5. Sweetgreen: 122 Giralda Ave
6. Gustave: 366 Miracle Mile
7. La Sandwicherie: 142 Giralda
8. Gramercy: 65 Miracle Mile
9. Freddo: 176 Giralda Plaza
10. Well Fed: 271 Miracle Mile

RETAIL/BUSINESSES THAT OPENED IN THE PAST YEAR

1. Zoey Reva: 133 Giralda Avenue
2. Ruckus: 253 Giralda Avenue
3. Blue Serenity Boutique: 258 Andalusia
4. Miami-Dade Public Library: 308 Miracle Mile
5. Miami Alkaline Water: 68 Miracle Mile
6. Nandog Pet Store: 60 Miracle Mile
7. Red Herring Ceramics Pop Up: 216 Miracle Mile
8. Ninoska Huerta Gallery Pop Up: 290 Miracle Mile
9. Bank United: 299 Miracle Mile
10. Imaginart by Gloria Lorenzo: 214 Miracle Mile
11. Stem Boutique: 102 Giralda Plaza
12. Bakery Smoke Shop: 269 Miracle Mile
13. Bliss Imprints & Gifts: 293 Miracle Mile
14. Prana Yoga: 124 Giralda Plaza
15. Bloom Boutique: 256 Andalusia Ave

COMING SOON

UNIQUE EXPERIENCES

Candleland Miami

MORE INTERNATIONAL FLAVORS

Sushi Sake
Pisco y Nazca
Mezcal Restaurant
Dickies BBQ
Say Tea & Smile

LOCAL FAVORITES

Eating House
Dolores but you can call me Lolita!



BUSINESS IMPROVEMENT DISTRICT
HIGH TRAFFIC EVENTS

ILLUMINATE CORAL GABLES

Visitors came into town to experience South Florida's first art exhibition, ILLUMINATE CORAL GABLES, which came to life in Downtown Coral Gables between February 12 – March 13, 2021. This world-class art exhibition was created for specific outdoor locations and turned the Downtown into a brilliant outdoor museum. Curated by Lance Fung, Catherine Cathers, Jennifer Easton and Rosie Gordon Wallace, the exhibition featured projects that incorporated video projections, sculpture and art installations by a stellar group of local, national, and international artists including Kiki Smith and Cai Guo-Qiang.



"Now, more than ever, is the time for public art. In Coral Gables, Florida, one city-wide project is showcasing the works of 15 artists and runs until March 13. It's called Illuminate Coral Gables and is South Florida's first public art and light installation."

- Nadja Sayej, FORBES



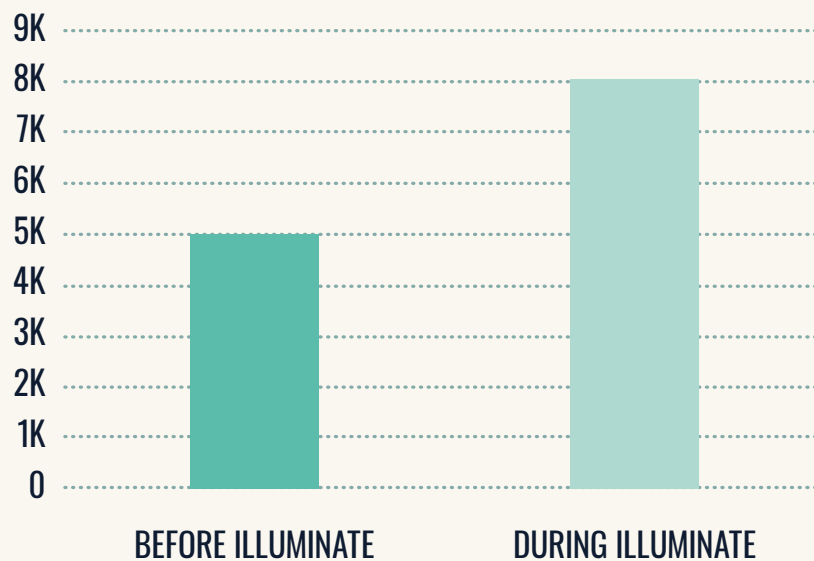
HIGH TRAFFIC EVENTS

ILLUMINATE CORAL GABLES TRAFFIC

Illuminate Coral Gables drew impressive traffic to Downtown Coral Gables – reflected by both, the graph shown below of a 60% increase of traffic in Giralda, and the previous pedestrian graph which also shows a spike in traffic during the arrival of Illuminate Coral Gables.

- 60% DAILY TRAFFIC INCREASE ON GIRALDA PLAZA
- 270,448 TRACEABLE PEDESTRIAN COUNT DURING ILLUMINATE (FEB 12 – MARCH 13) OUTSIDE OF GIRALDA PLAZA

AVERAGE DAILY TRAFFIC IN GIRALDA



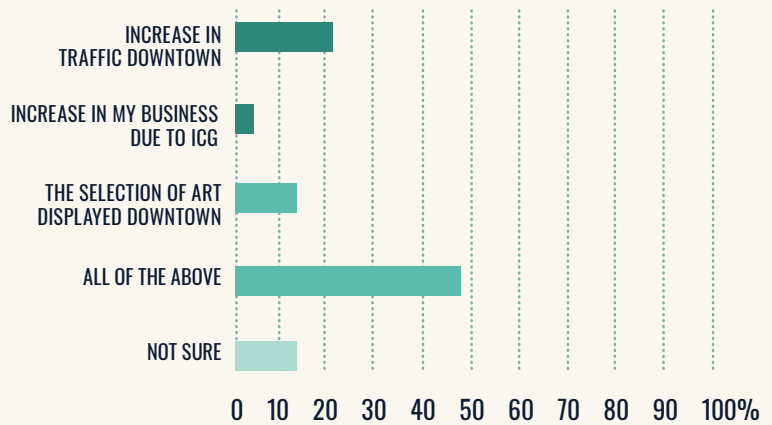
BUSINESS IMPROVEMENT DISTRICT
HIGH TRAFFIC EVENTS

ILLUMINATE CORAL GABLES POST-EVENT SURVEY

Businesses were asked what they liked most about Illuminate Coral Gables – the increase in traffic was by far the leading individual reason. 50% of businesses also reported seeing an increase in sales volume on the nights that ICG took place.

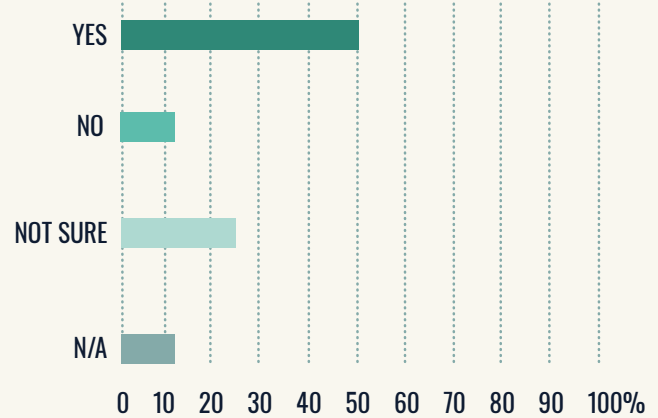
WHAT DID YOU LIKE THE MOST ABOUT ILLUMINATE CORAL GABLES?

ANSWERED: 51 SKIPPED: 1



DID YOUR BUSINESS SEE AN INCREASE IN SALES VOLUME ON THE NIGHTS OF ICG?

ANSWERED: 52 SKIPPED: 0



BUSINESS IMPROVEMENT DISTRICT

HIGH TRAFFIC EVENTS

HALLOWEEN ON THE MILE

In 2021, the market trend nationally and locally is for *'live experiences that are surprising, fun, memorable and repeatable'*. The BID PopUp activities and performances fall into that space, as does the ever popular HALLOWEEN ON THE MILE celebration. While we skipped the event in 2020, this year saw increased participation from retailers, and sponsorships from local businesses.



10,000+ TRACEABLE ATTENDEES

- 14 Interactive Experiences
- 65+ businesses participated in trick or treating
- 25 lbs of candy provided to businesses
- Coverage in local media
- Live performances

TRANSIENT PARKING

- 37% increase in comparison with 2018
- 41% increase in comparison with 2019

BY THE NUMBERS

- 5600+ hits on our event page (experiencecoralgables.com)
- Instagram page reach increase by 597%
- 3,560 account engagements



NEW MARKETING, NEW BID

NEW MARKETING. NEW INITIATIVES. NEW WAY TO PROMOTE DOWNTOWN CORAL GABLES.

In this past year, we have rebranded Downtown Coral Gables to make it a more experience-rich destination. This has been created through a series of internal and extra marketing initiatives.

NEW URL

experiencecoralgables.com

NEW HASHTAG

#experiencecoralgables

NEW WEEKLY NEWSLETTER

NEW SOCIAL MEDIA HANDLE

@experiencecoralgables

NEW LOOK AND FEEL

NEW CAMPAIGN

Introduction of
“Up for a _____ Experience” Ads

INTRODUCTION OF MONTHLY THEME

High-level communication objectives and topics for Downtown Coral Gables (e.g. shopping local, arts & culture, and more)



BUSINESS IMPROVEMENT DISTRICT

MARKETING PROGRAMS

We introduced marketing programs which enabled consistent presence across all prominent marketing channels (social media, digital, advertising, public relations, events and influencers).



WEBSITE



SOCIAL MEDIA



INFLUENCERS



EXPERIENCES



**PUBLIC
RELATIONS**



NEWSLETTER



ADVERTISING



BUSINESS IMPROVEMENT DISTRICT

EXPERIENCES

In addition to all the wonderful experiences that guests can enjoy in Downtown Coral Gables, we introduced an events/experiences program which consisted of curated activities in 2 categories:

UNDER THE SKY

Outdoor performances in partnership with the Arsht Center, Rainbow Circus Miami and other local music performers.

Contortionists, jugglers, live bands, magicians, live artists, live poets, hula hoopers, and more brought entertainment to our Downtown!

EXPERIENCE SERIES

We created experiences based on our high-level monthly theme and brought them alive through the very businesses in our Downtown and through outdoor vendors.

Gemology classes, Macrame-Building, Mommy-and-Me Mother's Day Jewelry-Making, Kid's Painting, Pastry-Making, Sushi-Rolling, Pilates, Cigar Rolling, Sips and Sketches, Cycling, Meditative Music and Painting, Wine Tastings, Ceviche Demos, Behind the Scenes Tours, and more!



BUSINESS IMPROVEMENT DISTRICT

EXPERIENCES

A CLOSER LOOK

35+ Events

500+ Participants

Under the Sky and Experience Series

Seasonal celebrations

6 Events with Arsht on the Road

PARTNERED BUSINESSES

KAO Sushi

Well Groomed Gentleman

Coral Gables Museum

Divino Ceviche

Sushi Maki

Actors' Playhouse

Jae's Jewelers

Tickled Pink

Gables Cigars Shops

Coral Gables Cinema

Barnes & Noble

Gustave

Rukus

Fritz and Franz Bierhaus

Violeta's

Ella Balla Rozio

Pilates Strong Studio

Legacy Fit Coral Gables



BUSINESS IMPROVEMENT DISTRICT

INFLUENCERS PROGRAM

ABOUT THE PROGRAM

The BID introduced an innovative influencer program: #FollowMeToTheGables in which we partnered with local social media influencers to drive awareness and interest in our businesses.

50+ EXPERIENCES

12 INFLUENCERS

FOLLOWERS FOLLOWED THE INFLUENCERS TO:

Divino Ceviche

Jae's Jewelers

Carrot Express

Coyo Taco

Nandog

Luca

Stephanie's Crepes

Red Herring Pottery

Mystic Wine & Spirits

La Glace

Actors' Playhouse

Seasy

Morelia Paletas

Bellmont Spanish Restaurant

Gloss Nails

P Pole Pizza

Calle 23

No Boundaries Sport

Zoey Reva

Gustave

Sushi Maki

Terre Del Sapore

Books & Books

Khaosan Road

Fritz & Franz Bierhaus

Publix

Freddo

Coral Gables Arts Cinema

Blue Serenity Boutique,

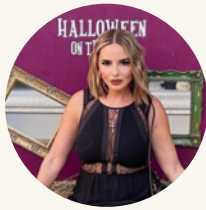
and more!



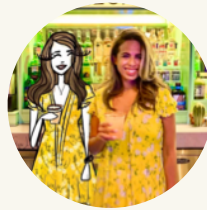
BUSINESS IMPROVEMENT DISTRICT
INFLUENCERS PROGRAM

MEET OUR INFLUENCERS

#FOLLOWMETOTHEGABLES



@CRISTYEF



@GISSIJ



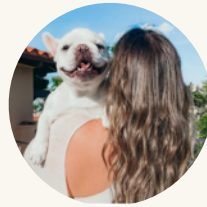
@ATODDLERANDATOPKNOT



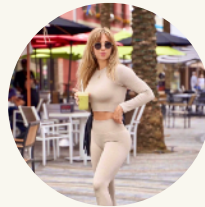
@LINALUNAMAR



@BEYONDSOUTHBEACH



@MALLOWFRENCHIE



@MIAMIYOGAGIRL



@THETAYLORSHEAR



@LAURAMVILA



@BELOWTHESAMESUN



@MICHELLE_FONT



@THEBIANKASTYLE



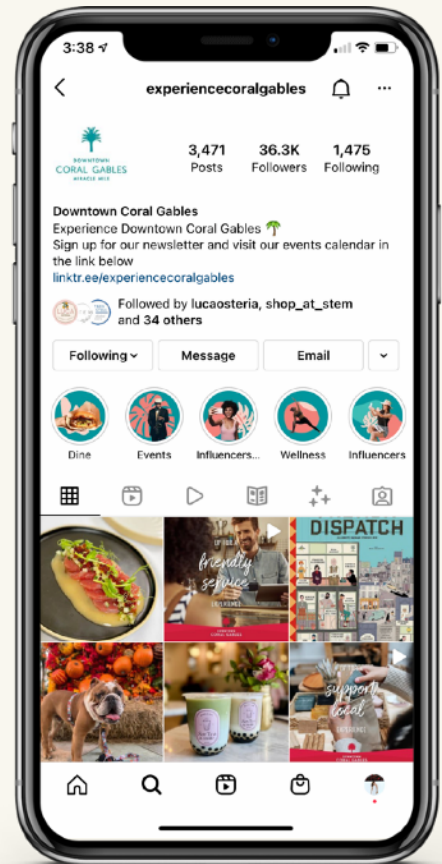
SOCIAL MEDIA

CONSISTENT PRESENCE

Social media marketing remains as a primary promotion tool for the BID, with presence on both Facebook and Instagram. However, we place greater emphasis on Instagram growth given the platform's ability to reach our audiences more directly and to provide visibility of all the destinations within our district.

NEW INITIATIVES

- Introduction of roundup guides
- "Up for Experience" posts to reinforce rebranding
- Incorporated influencer experiences in our feed
- Hosted social-media oriented giveaways



12%

ORGANIC IG FOLLOWER GROWTH

NOW 36K+ FOLLOWERS



BUSINESS IMPROVEMENT DISTRICT WEBSITE

NEW INITIATIVES

- Introduced seasonal headers for monthly themes and campaigns
- Introduced events page that allows consumers to find new experiences to enjoy in Downtown Coral Gables, as well as offers a platform for our merchants to promote their activities
- Tapped into content marketing and provided value to consumers through our varied blogs while featuring businesses in Downtown Coral Gables
- SEO-Friendliness.

BY THE NUMBERS:

53K
USERS

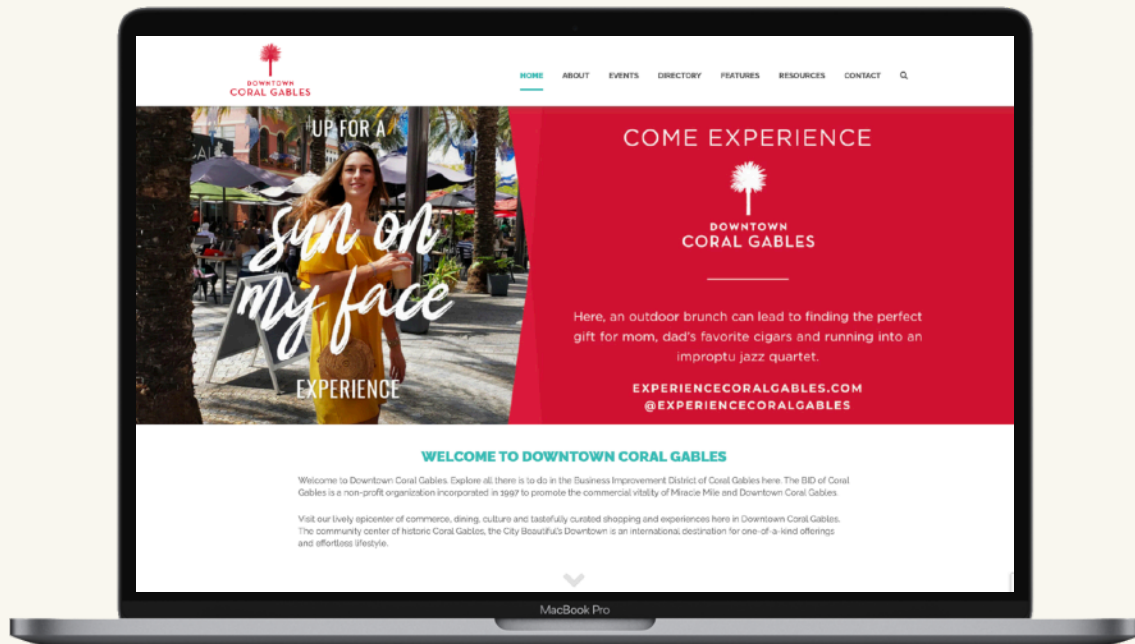
60K
SESSIONS

PAGE VIEWS PER CATEGORY:

26,722
HOME
PAGE

13,733
DIRECTORY
PAGE

4,863
EVENTS
PAGE



BUSINESS IMPROVEMENT DISTRICT

DIGITAL NEWSLETTER

THE DETAILS

Our newsletter program allows us to reach consumers who have opted in to receive communication updates regarding Downtown Coral Gables. The BID distributes one weekly newsletter that is aligned to the monthly theme and features different businesses, things to do in the Downtown and more!

THE NUMBERS

- More than 25K subscribers
- 52 Weekly Newsletters Distributed
- +175K Newsletters Opens
- Dedicated e-blasts for each event or initiative
- BID BUZZ e-blast sent to businesses



BUSINESS IMPROVEMENT DISTRICT

ADVERTISING

The BID implemented an advertising program which secures coverage in local, top-tier media – ensuring that Downtown Coral Gables has consistent mention in targeted outlets.

OUTLETS:

- Cocoplum Magazine
- Brickell Magazine
- Key Biscayne Magazine
- Modern Luxury
- Miami Herald
- Miami.com
- Coral Gables Magazine
- The Florida Villager
- NBC 6 in the Mix
- Ocean Drive Magazine
- Miami New Times
- Miami Kids Magazine
- WLRN
- Community Newspapers
- USA Today

ABOUT THE ADS:

- Monthly or Quarterly
- Graphics, Advertorials, Organic Segments, Mentions, Digital, Print, E-Blasts, Social Media Posts



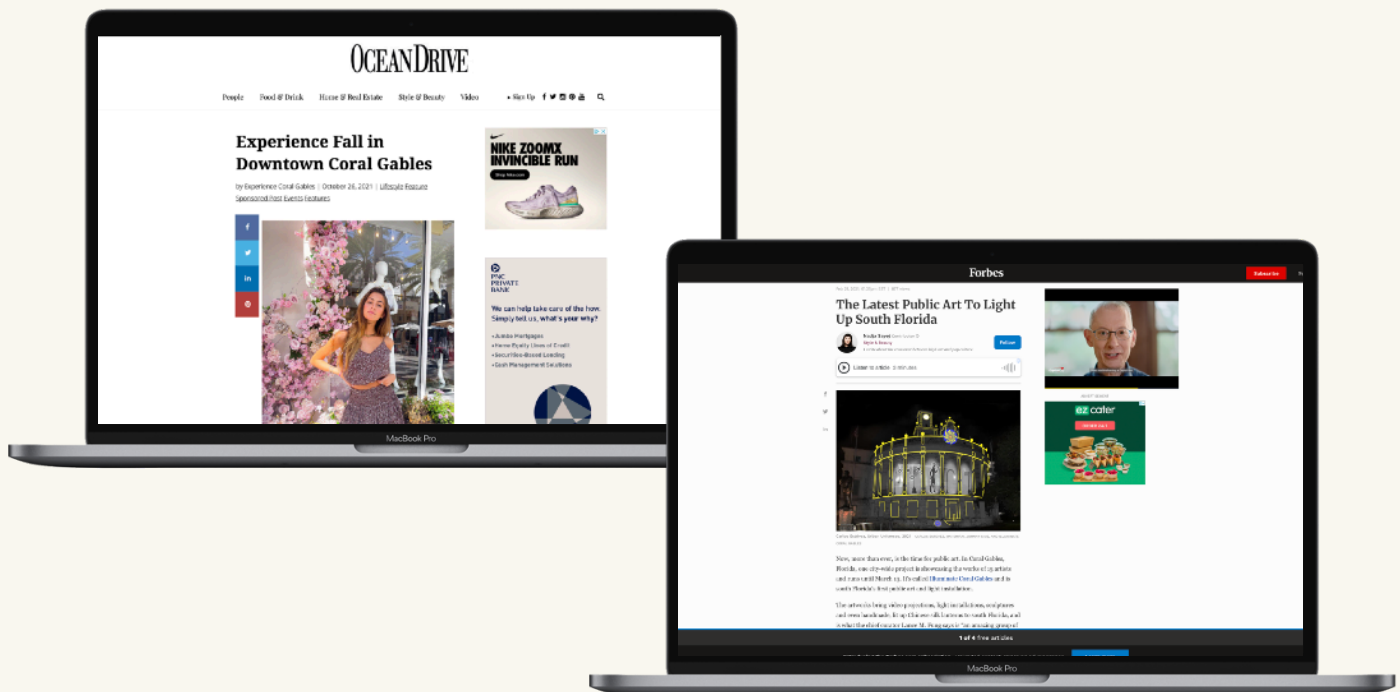
BUSINESS IMPROVEMENT DISTRICT

PRESS COVERAGE

From Downtown Coral Gables' augmented reality mentions on Deco Drive, to Giralda Plaza being considered the new Restaurant Row in the Miami Herald, to a feature on Illuminate Coral Gables in Forbes, our Downtown was mentioned and showcased across both local and national media in this past year.

OUTLETS:

- Miami Herald
- Ocean Drive
- Community Newspapers
- Coral Gables Magazine
- Miami Today News
- Miami New Times
- WSVN
- Forbes
- Art Burst Miami
- Telemundo
- And more!



BUSINESS IMPROVEMENT DISTRICT SEASONAL MARKETING

HOLIDAYS 2020

Gingy the Gingerbread arrived to Downtown Coral Gables in December 2020 to spread some holiday cheer! The BID launched a social media campaign that had an interactive component, encouraging consumers to find Gingy in different locations each day for 12 days. During this campaign, we provided teaser images of each of the stores where he could be found and generated buzz and traffic to them. Participants were encouraged to stop by each of the stores, upload a picture of Gingy using #12DaysOfGingy for a chance to win a gift certificate to Downtown Coral Gables.



+25K ACCOUNTS REACHED ON IG

12 STORES PARTICIPATED

Including Books & Books, Club Pilates Coral Gables, La Glace, among others.



BUSINESS IMPROVEMENT DISTRICT SEASONAL MARKETING

VALENTINE'S DAY

Downtown Coral Gables spread love to visitors during Valentine's Day – where we hosted an activation on Giralda Plaza and Miracle Mile consisting of beautiful photo-ops. Visitors enjoyed a day of picture-worthy strolls through our Downtown and received branded flowers and candies. Influencer @thebiankastyle stopped by and shared about it on her Instagram, obtaining more than 1,150 likes!



MORE THAN 1,150 LIKES THROUGH
PARTNERSHIP WITH @THEBIANKASTYLE

EASTER

The Easter Bunny made an appearance throughout Downtown Coral Gables! His stroll through our Downtown encouraged visitors to pose with his branded shirt, and enjoy branded Easter candy in individually-wrapped bags.



+15K ACCOUNTS REACHED ON IG

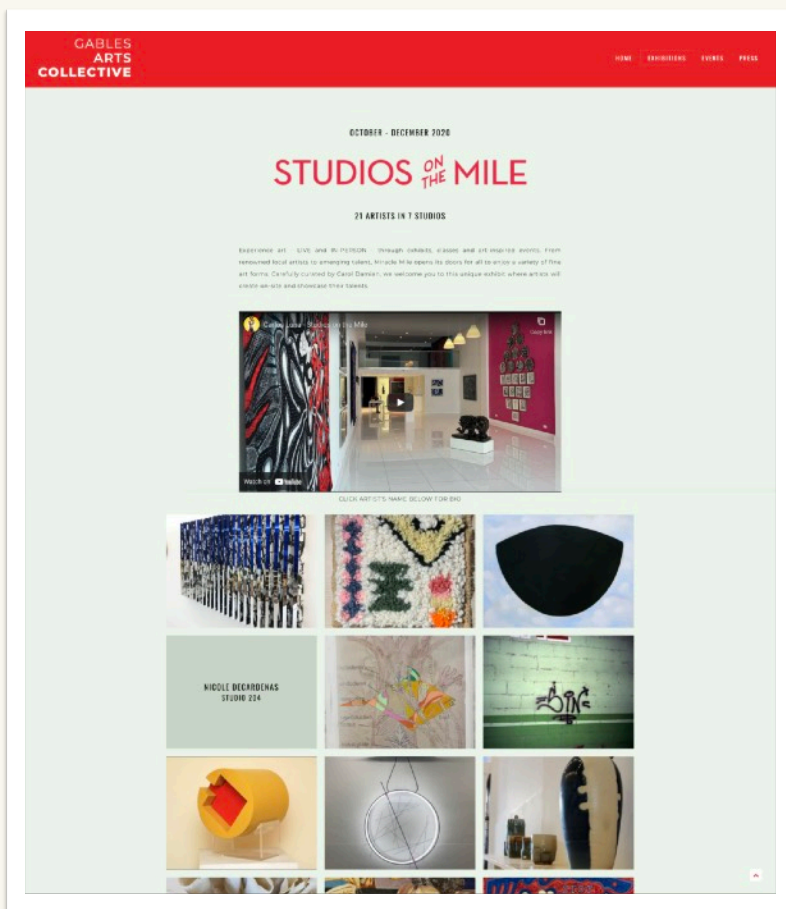


ARTS IN DOWNTOWN

STUDIOS ON THE MILE

The Mile gained some new studios between October and December 2020 with the opening of Studios on the Mile – an innovative campaign in partnership with Terranova that brought the arts to Downtown Coral Gables like never before!

- 21 ARTISTS IN 7 STUDIOS
- EXHIBITS, CLASSES AND ART-INSPIRED EVENTS
- ON-SITE CREATIONS AND SHOWCASES BY THE ARTISTS
- CURATED BY CAROL DAMIAN
- MENTIONS IN LOCAL AND NATIONAL MEDIA



FORBES:

“Available spaces along Coral Gables’ iconic Miracle Mile have been converted into artist studios. The Coral Gables Business Improvement District has worked to transform seven retail spots into studios, where 21 local artists will create, display and sell their art to the public through the end of December. (by Chadd Scott)

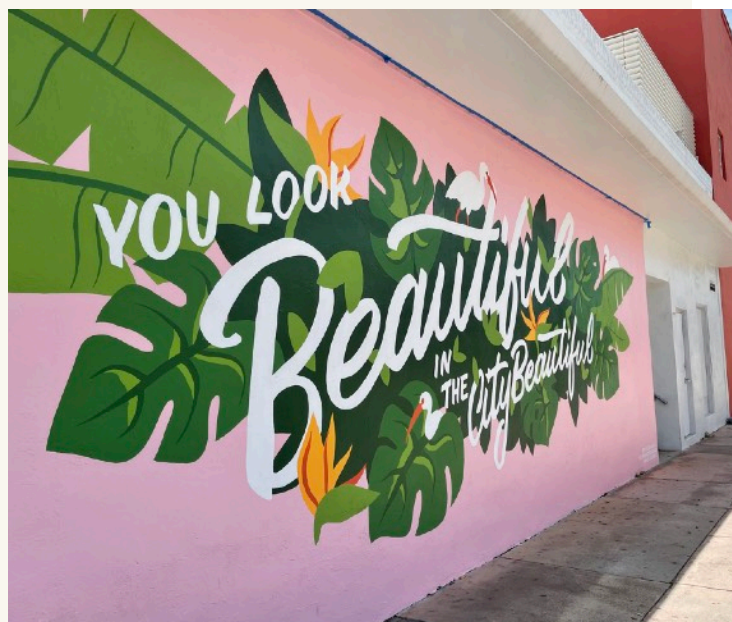


ARTS IN DOWNTOWN

MURALS ON THE MILE

In partnership with the City of Coral Gables, the BID unveiled four new murals on Miracle Mile in October 2021, consisting of beautiful postcard-like backdrops that feature positive messages and add an uplifting and whimsical experience to those who visit the area.

- “YOU LOOK BEAUTIFUL IN THE CITY BEAUTIFUL”—LOCATED AT THE CORNER OF MIRACLE MILE AND SALZEDO.
- “SMILE, YOU’RE IN CORAL GABLES”—LOCATED AT THE INTERSECTION OF MIRACLE MILE AND PONCE DE LEON BLVD.
- “GREETINGS FROM CORAL GABLES”—LOCATED AT MCBRIDE PLAZA.
- “THE CITY BEAUTIFUL”—LOCATED AT MCBRIDE PLAZA



MORE THAN 100 PICTURES TAGGED WITH #MURALSONTHEMILE SINCE LAUNCH!



AUGMENTED REALITY EXPERIENCES

We augmented the visitor experience in Downtown Coral Gables with the introduction of Augmented Reality! This innovative initiative brought high tech to our town and allowed users to interact with nature right in the middle of our City. Through a partnership with Fairchild Tropical Gardens, we featured local flora and fauna such as Lilly pads, birds, and butterflies.

- 12 AR EXPERIENCES
- +4,000 OPENS ON INSTAGRAM
- 4 LOCATIONS ON MIRACLE MILE



COMMITTED TO YOUR SUCCESS

SUPPORTING BUSINESSES

The BID has welcomed a number of new businesses this year, and has met with their owners and managers through our various marketing and advocacy efforts.

MISSION: to promote, care and advocate for a vibrant Downtown where business thrives and people are drawn to work, live, dine, shop and explore.

GOAL: to enhance Downtown Coral Gables – Thousands of people commute to Downtown every day. We want them to stay longer, enjoy more of what Downtown has to offer, spend more with our member businesses, and bring their friends and family!

GOAL: to advocate and influence for our members. Downtown businesses are critical to the Coral Gables economy. We know that a strong Downtown generates economic and social benefits for our entire city. The BID serves as advocate for Downtown issues, property owners, and businesses through a single-unified voice, speaking collectively to governmental and civic organizations and the general public. We want our members and partners to know that we are proactive and effective.

GOAL: To successfully execute our plans on behalf of our members, the Business Improvement District of Coral Gables must have a strong team AND partners with the capacity to deliver on all activations.

1. **2.** **3.** **4.** **5.** **6.** **7.** **8.**

TAP INTO THE PATRIOTIC SPIRIT IN CORAL GABLES

Go Red, White, and Blue with a selection of items found in Downtown Coral Gables.

- ♥ **Dress for the Occasion**
Find the perfect outfit at **ARIA ROSE** (1), and dress it up with some jewelry from **JAE'S JEWELLERS** (2). Finish the look with a manicure from **GLOSS NATURALS** (3).
- ♥ **The Perfect Bite**
Enjoy Star Spangled Flavors at **DUNNY'S** (4) a frozen raspberry treat at **LA GLACE** (5) which you can enjoy with a red cone, or grab a morning bite with your friends at **CREMA** (6) to get the day started!
- ♥ **Decorate the Home**
Hosting this year's Fourth of July festivities? Find the right pieces and colors to decorate the home with **VIOLETTAS** (7) unique options, and don't forget the puppy's corner with great selections from **NANODOG** (8).

1. **2.** **3.** **4.** **5.** **6.** **7.** **8.** **9.** **10.**

EXPERIENCE Mother's Day IN CORAL GABLES

Explore our Mother's Day gift guide to find the perfect gift ideas for Mom.

- ♥ **Pamper Her**
Help her unwind with a relaxing spa day. Schedule a massage with **MINT SALON**, book **AVANT-GARDE SALON** (3) for a blowout. Follow up with a nontoxic mani pedi at **GLOSS** (9).
- ♥ **Spoil Her**
Start your day with an Australian-style brunch at **THREEFOLD CAFE**. Celebrate at **PASION DEL CIELO** and sit outside, indulge in a private wine tasting with **VOLTE WINE'S SHOPPE** (7).
- ♥ **Surprise Her**
Surprise your loved one with a fresh floral bouquet from a local Miami Florist **BELLE FLEUR** (1). Gift her a piece of exquisite jewelry from **SNOW'S JEWELLERS** (4). Warm up her home with a scented candle found at **ROSE TREE COTTAGE** (10). Make a visit to **VIOLETTAS** (2) for a stunning home piece that is sure to make a statement.
- ♥ **Make Memories**
Decorate her coffee table and expand your art culture with help from **BOOKS & BOOKS** (5). Partake in a private pottery class at **JAMES HERRING STUDIOS** (1). Immerse yourselves in a live Spanish salsa dancing show at **BELLARMI RESTAURANT**.
- ♥ **Indulge Her**
End the day with delectable cupcakes from **MISHA'S CUPCAKES** (10).

Under \$50

*ADVERTISEMENT



BUSINESS IMPROVEMENT DISTRICT

A LOOK AHEAD

IT IS ONLY THE BEGINNING

A lot has happened since the BID was established in 1977, and thanks to the consolidated efforts of community partners, members and your peers who volunteer their time on our boards and committees, we continue to accomplish the objectives we set to promote and advocate for Downtown Coral Gables. But next year, as we turn 25, we will need to affirm our BID charter for renewal.

We have done this several times since our formation, and without affirmation by petition, the BID may not continue its mission of marketing, promoting and presenting a unified voice for Downtown Coral Gables.

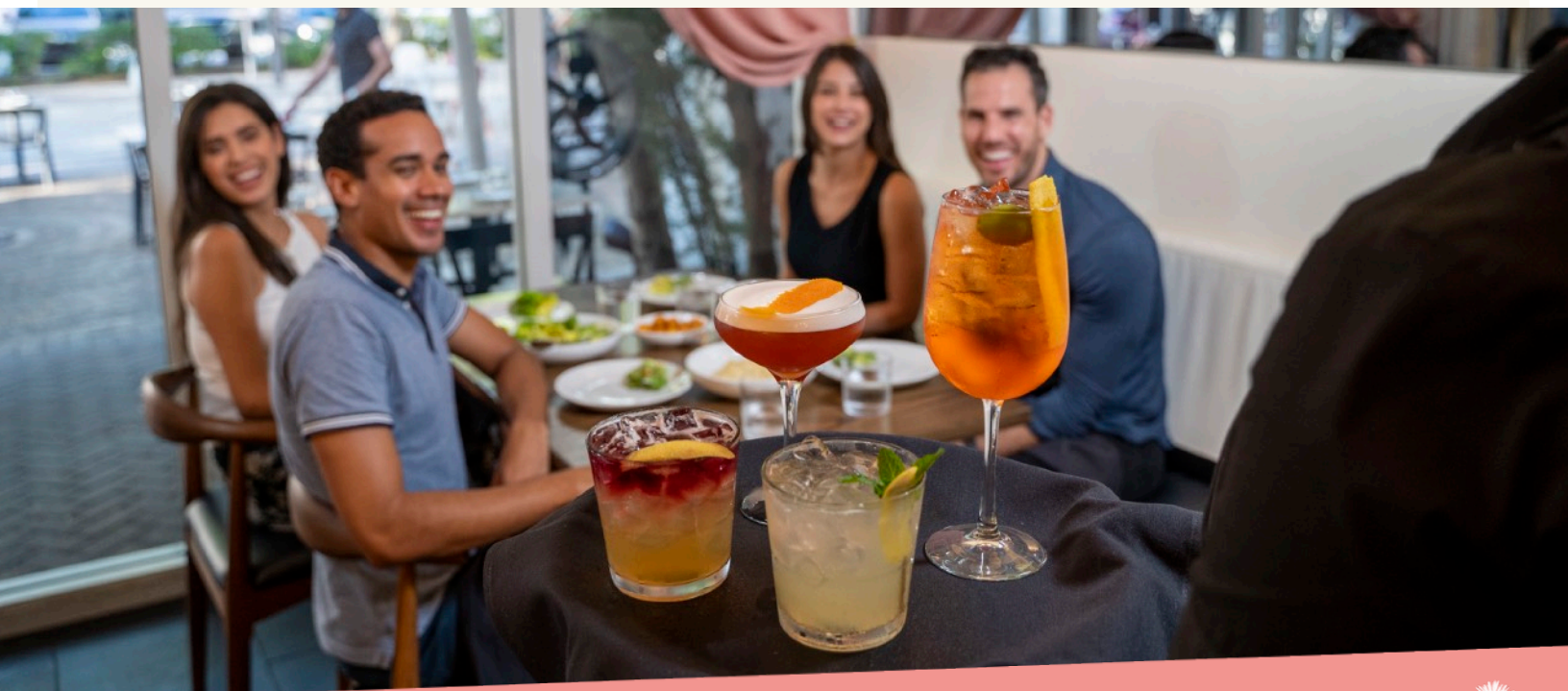
In the New Year, we will work with our property owners to garner the support needed in order to renew our charter.

When we began in 1997, “Downtown Coral Gables” was not a widely recognized brand, nor

did a logo exist. Since then, we have created an iconic palm tree logo, which has made over 1.5 billion impressions through paid and earned media placements that the BID has facilitated, and we have established annual premium events that attract visitors to our Downtown, to our retail and our restaurants.

As you know, no other entity spends resources specifically and exclusively to promote our merchants and restaurants – through events, the dedicated website, newsletters and social media.

The competition has never been greater from other South Florida shopping and dining districts – and it is imperative that the BID continue to lead the charge to remain relevant and competitive.



STAFF AND BOARD

EXECUTIVE COMMITTEE

PRESIDENT

Jillian Hornik

VICE-RESIDENT

Nick Sharp

SECRETARY/TREASURER

Rick Alberty

EXECUTIVE MEMBER AT LARGE

Judy Weissel

OFFICERS

Burton Hersh

Ari Bittel

Patricia Anton

Alberto Perez

Zeke Guilford

Steve Bradley

Pat McBride

Catalina Perez

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Marc Schwarzberg

COMMISSION LIAISON (EX OFFICIO)

Mayor Vince Lago

CHAMBER LIAISON (EX OFFICIO)

Brian Piper

BID STAFF

EXECUTIVE DIRECTOR

Aura Reinhardt

MARKETING SPECIALIST

Amanda Caceres

OFFICE MANAGER

Michelle Aguilar



BUSINESS IMPROVEMENT DISTRICT
2020-2021 FINANCIALS

BUDGET VS. ACTUALS | OCT. 1, 2020 - SEPT. 30, 2021

INCOME	ACTUAL	BUDGET	VARIANCE
Tax Assessments	1,050,924	945,831	105,093
Sponsorship Revenue	-	5,000	(5,000)
City Reimbursement Holiday	49,669	50,000	(331)
Interest Income	3,228	3,000	228
Grant Income	9,379	9,400	(21)
Other Income	107	650	(543)
Prior Year Fund Balance	-	188,723	(188,723)
TOTAL INCOME	\$1,113,308	\$1,202,604	\$89,297

*All amounts are in USD.

EXPENSE	ACTUAL	BUDGET	VARIANCE
Staffing Expenses (salary, benefits, taxes)	186,510	228,500	(41,990)
Office (rent, utilities, insurance)	42,131	46,970	(4,839)
Professional Fees	60,818	24,500	36,318
Other (meetings, licenses, memberships)	23,899	25,934	(2,035)
TOTAL ADMINISTRATION EXPENSES	\$313,359	\$325,904	(\$12,545)
Advertising, Marketing & PR	122,886	335,000	(212,114)
Printing, Production & Design	89,386	110,000	(20,614)
Event Production	12,074	100,000	(87,926)
Holiday Decorations	200,766	170,000	30,766
Public Relations	3,020	30,000	(26,980)
Sponsorship	79,000	75,000	4,000
Grant Expenses	9,379	9,400	(21)
Other Expenses	22,379	22,300	79
Website/Maintenance	18,729	25,000	(6,271)
TOTAL PROJECT EXPENSES	\$557,619	\$876,700	(\$319,081)
TOTAL EXPENSE	\$870,977	\$1,202,604	(331,627)
TOTAL NET ORDINARY INCOME	\$242,330	\$-	\$242,330

*Subject to year-end close and governmental audit.



BUSINESS IMPROVEMENT DISTRICT
2020-2021 FINANCIALS

BUDGET | FISCAL YEAR 2021-2022

INCOME

Tax Assessments	1,050,924
Sponsorship Revenue	50,000
Interest Income	3,000
Grant Income	9,379
Event Income	5,000
Prior Year Fund Balance	626,005
TOTAL INCOME	\$1,744,308

*All amounts are in USD.

EXPENSE

Staffing Expenses	228,500
Office (rent, utilities, insurance)	40,000
Professional Fees	24,500
Other (meetings, licenses, memberships)	30,254
TOTAL ADMINISTRATION EXPENSES	324,404
Advertising, Marketing & PR	350,000
Printing, Production & Design	71,000
Event Production	297,000
Holiday Decoration	248,000
Public Relations	30,000
Sponsorship	200,000
Activations	50,000
Website/Maintenance	18,000
TOTAL PROJECT EXPENSES	\$1,264,200
TOTAL EXPENSE	\$1,744,308
TOTAL NET ORDINARY INCOME	\$0

