
Business Improvement District of Coral Gables

October 2008 Update



MIRACLE MILE
Downtown Coral Gables

Downtown Coral Gables

Fall 2008 Update

- Store openings
- Streetscape
- Marketing & Advertising recap
- New Projects
 - Opt-In Program
 - Holiday Lighting & Decorations



Store Openings

- Accessories
 - Sunglass Hut
 - Victoria's Designs
- Art Gallery
 - Garcia Lynskey
 - Coral Gables Gallery
- Financial
 - Commerce Bank
- Beauty
 - Men N Cure
 - Trini in Private
 - Uni K Wax
- Electronics
 - AT&T Mobility
- Home
 - In House Design
- Gourmet Foods
 - Chuao Chocolatier
 - Peterbrooke Chocolatier

Store Openings

- Restaurants
 - 1909 Café
 - Morton's The Steakhouse
 - Por Fin Restaurant
 - Salad Creations
 - The Rubber Duck Café
- Specialty
 - EmaginNation Collectibles
- Men's Apparel
 - 4 Cast
- Women's Apparel
 - Shoe Heaven
 - Fascinating Fashion
 - M&M Maternity
 - Olian Maternity
 - Habit Boutique

Vacancies


- Recent concern that there is a “vacancy problem” on Miracle Mile
- Fourteen (14) vacancies on Miracle Mile, 17 total in the BID
- Perception might be due to the additional twelve (12) storefronts under construction
- Total of 26 dark stores on the Mile

Miracle Mile

Vacancy Trends / October

	This Year	Last Year
Number of Storefronts	159	157
Vacant	14	8
Vacancy Rate	9%	5%
Not open but Leased	12	10
Total	26	18
“Not Open”	16%	11%

MM Under Construction



30 Duxiana
126 The Cereal Bowl
130 Pasha's
130 Chilorio's
232 Fat Burger
256 Massage Envy
286 Dulce
314 J. Bolado
330 Cleber Lopes
340 Priscilla of Boston & Men's Wearhouse
370 BON balance order nature
375 Century 21 & Randazzo's

(by Address number, i.e. 30 Miracle Mile)

Other Construction

- 6 Aragon Meridian Pain & Diagnostics
- 300 Aragon Gallery Duval
- 2330 Ponce Lister Jewelers



MM Vacancies

45 City Cellars	266 Qdoba
101 Nexxt Cafe	323 Cinderella
137 Atlanta Bread	325 Ma Vie En Lingerie
219 F. Republic	326 Bridal City
244 Saladworks	347 VH Home
257 Aura (Obama HQ)	349 Sheryl's Flowers
264 Artfish	350 Giorgio B.

(by Address number, i.e. 45 Miracle Mile)

Streetscape

- 12-member expert advisory committee
- Objective: produce a design program for Miracle Mile and Giralda based on global best practices
- Facilitated by Chuck Bohl, Director of Knight Program in Community Building, UM School of Architecture

Streetscape Advisory Committee

- **Burton Hersh,**
Architect / BOA
- **Jaime Correa, UM**
School of Architecture
- **David Plummer,**
Transportation Engineer
- **Matt Bukolt,**
Kimley-Horn/URG
- **Glenn Pratt,**
Architect/Planner
- **Jorge Hernandez,**
Architect/Planner
- **John Fullerton,**
Architect/Planner
- **John O'Rourke,**
Montica Jewelry
- **Martin Lynch,**
JohnMartin's Restaurant
- **Kerry Newman,**
Koniver Stern

Streetscape

- Well attended public meetings and active blog at <http://streetscape.shopcoralgables.com/>



Streetscape: Timeline

Oct 15 th	Final design recommendation presented to BID Board
Oct 16 th	Joint Parking Advisory and Economic Development Board meeting
October	More public meetings, i.e. Chamber, local groups
November	Presentation of design recommendation to Commission

Streetscape: Funding

- Parallel effort to find creative funding sources
- Revenue opportunities explored:
 - Dining Pavilions
 - Parking
 - Kiosks and Directories
 - Privately sponsored bricks, landscaping, enhanced street furniture

Marketing & Advertising



Public Relations

- Hired new P.R. Agency, Cheryl Andrews Marketing in July
- Marketing Focus: Downtown C. Gables as a retail, dining and cultural destination
- Working closely with GMCVB to host media in Coral Gables: 15 journalists to-date
- Attending NY Media Mission 10/28; 127 key journalists set to attend
- Hosting 6 Latin American and U.S. media on November 8th

Marketing & Advertising

- \$1.6 Million spent in the last four years, generating over 81 MM impressions
- Tactics changed due to changing media trends: away from print, moving to online, social, interactive, and public relations
- Unpaid media grew to over 19 million impressions this year due to change in tactics




- BID advertising with AA since 2004 to promote Coral Gables
- 14 BID advertisers in this issue
- Exposure to 8.9 MM AA passengers during Oct/Nov 2008

Sample Media Tactics

National/ Regional	Local	Promotions	Online & Events
American Airlines	In room hotel books, maps	Coral Gables Restaurant Week	www.shopcoralgables.com
GMCVB Miami Vacation Planner	Outdoor Billboard	Hotel Shopping Programs	Weekly email blasts to 5,000+
Miami Modern Luxury Magazine	Broadcast & Cable TV, Radio, Newspaper	Lights & Ice Holiday Promo	Battle of the Chefs
			Halloween on the Mile


www.shopcoralgables.com

[HOME](#) | [ABOUT US](#) | [DIRECTORY](#) | [MAP](#) | [EVENT CALENDAR](#) | [NEWS](#) | [GIFT CERTIFICATES](#) | [MEMBERS](#) ||



MIRACLE MILE
Downtown Coral Gables


Welcome to Downtown Coral Gables and Miracle Mile. Designer shops, art galleries, live theatre, great restaurants, bridal bliss, and houseware heaven. It's all here. Relax, shop and dine with style, only at Miracle Mile.



[SHOP](#) | [DINE](#) | [ENTERTAIN](#) | [STAY](#) | [WORK](#)

[START A BUSINESS](#)

[COMING SOON!](#)

[eNEWS SIGN-UP](#)
 




[CHECK OUT OUR EVENTS](#)


LATEST NEWS

STREETSCAPE PRESENTATION BLOG
Please visit our blog site, <http://streetscape.shopcoralgables.com> to view the presentation from the...[MORE](#)

GBS THE BEAUTY STORE'S CUSTOMER APPRECIATION DAY
GBS The Beauty Store, (308 Miracle Mile) is hosting Customer Appreciation Day on Wednesday, October ...[MORE](#)



Coral Gables Restaurant Week



Participating Restaurants:

- Artfish on the Mile
- Benihana
- Cacao
- Caffé Abbracci
- California Pizza Kitchen
- Caramelo
- Fleming's Prime Steakhouse & Wine Bar
- Fritz & Franz Bierhaus
- Hoja Nueva
- JohnMartin's Irish Pub
- La Cofradia
- La Dorada
- Le Provençal
- Ortanique on the Mile
- Por Fin
- Sushi Maki
- Tarpon Bend Raw Bar & Grill
- Two Sisters

Visit our website for a list of lunch and dinner prix fixe menus.

MIRACLE MILE
Downtown Coral Gables

Tempt your palate. Savor something spicy. Indulge your sweet tooth. Celebrate the great international chefs of Downtown Coral Gables as they showcase delectable 3-course prix fixe menus at lunch and dinner.

www.coralgablesrestaurantweek.com | 305.569.0311



MIRACLE MILE
Downtown Coral Gables

U.S. 1 Billboard



A photograph of a small, light-brown Chihuahua dog standing on a sidewalk. To its left, the lower legs and feet of a person wearing tan, high-heeled boots are visible. The dog is wearing a green collar with a gold buckle.

ONLY
CORAL
GABLES

Fashionista Hot Spot.

www.shopcoralgables.com



MIRACLE MILE
Downtown Coral Gables



ONLY
CORAL
GABLES



Fashionista Hot Spot.

At over 250 boutiques and restaurants, the true fashionista can be spotted, designer purse-and pooch-in hand. She strolls along Miracle Mile, finding the newest additions to her stylish closet. Now, looking as dazzling as ever, she makes an elegant stride, only in Coral Gables.

Only 10 minutes south of Miami International Airport
305-569-0311
www.shopcoralgables.com



Dog collar from The Dog Bar | Purse from Capriccio



MIRACLE MILE
Downtown Coral Gables

New Projects



Opt-in Program

- Consumers associate “Downtown Coral Gables” with a broader geographic area
- Pilot program to invite businesses outside our boundary to purchase Associate BID membership
- Most BID services including access to co-op advertising, website, P.R., email blasts and social media

Opt-in Program

- Memberships start at \$600 annually, based on size of business
- Working in partnership with Coral Gables Chamber of Commerce to provide a joint membership for restaurants
- Current BID members pay less for advertising programs and have a broader layer of benefits

Holiday Lighting

- City of Coral Gables and BID are partnering equally on large scale lighting of Miracle Mile and other streets
- Every tree from LeJeune to Douglas will be lit with mini-LED lights
- Potted, festive topiaries will line Restaurant Row and other areas
- Six 8½” soldiers will guard the median of Miracle Mile

