

Business Improvement District of Coral Gables

October 2008 Update



MIRACLE MILE
Downtown Coral Gables

Downtown Coral Gables

Fall 2008 Update

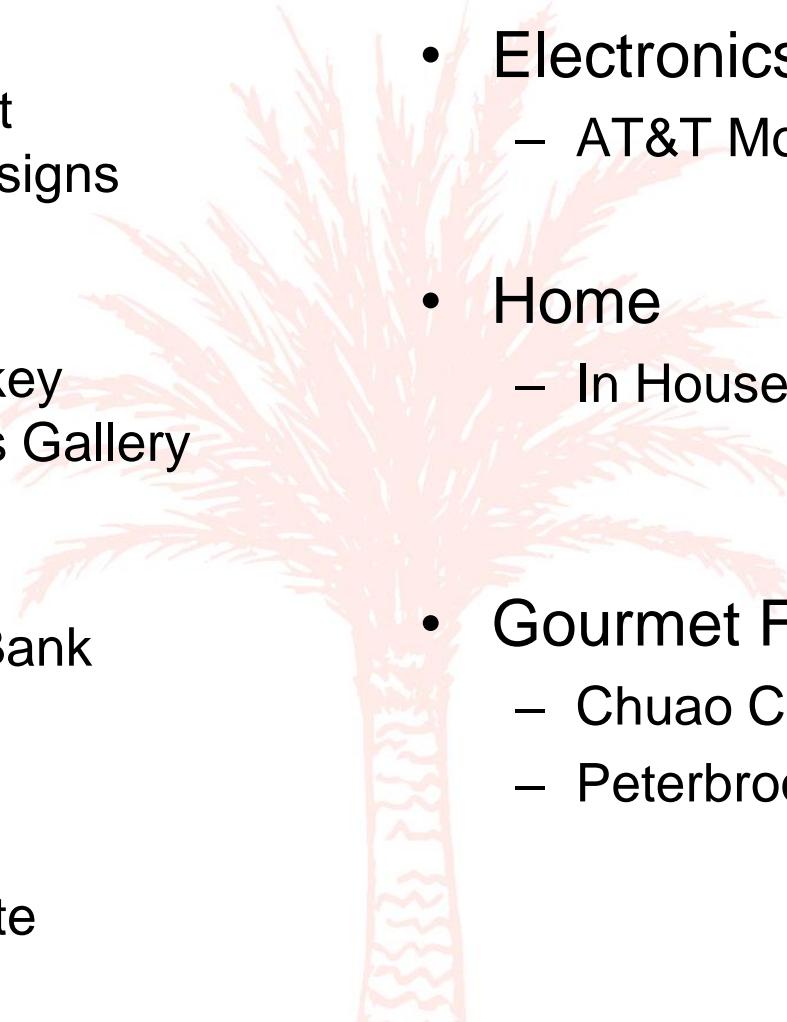
- Store openings
- Streetscape
- Marketing & Advertising recap
- New Projects
 - Opt-In Program
 - Holiday Lighting & Decorations



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Downtown Coral Gables

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

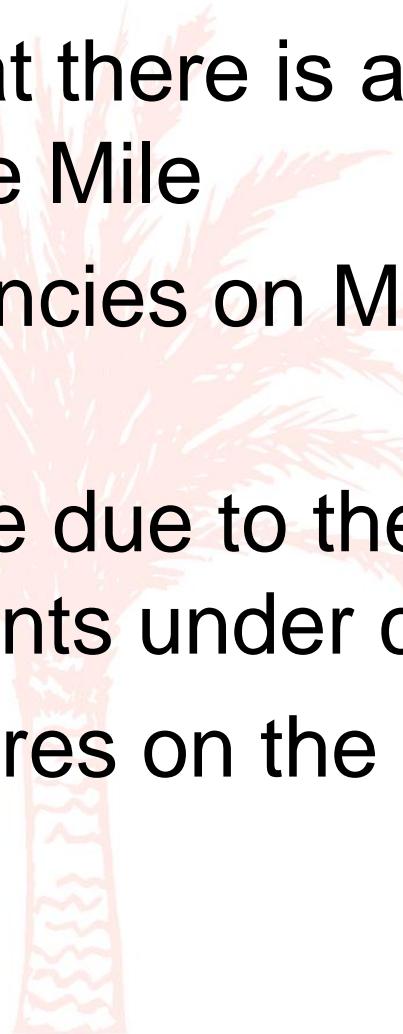
- Restaurants
 - 1909 Café
 - Morton's The Steakhouse
 - Por Fin Restaurant
 - Salad Creations
 - The Rubber Duck Café
- Specialty
 - EmaginNation Collectibles
- Men's Apparel
 - 4 Cast
- Women's Apparel
 - Shoe Heaven
 - Fascinating Fashion
 - M&M Maternity
 - Olian Maternity
 - Habit Boutique



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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



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MM Vacancies

45 City Cellars

101 Nexxt Cafe

137 Atlanta Bread

219 F. Republic

244 Saladworks

257 Aura (Obama HQ)

264 Artfish

266 Qdoba

323 Cinderella

325 Ma Vie En Lingerie

326 Bridal City

347 VH Home

349 Sheryl's Flowers

350 Giorgio B.

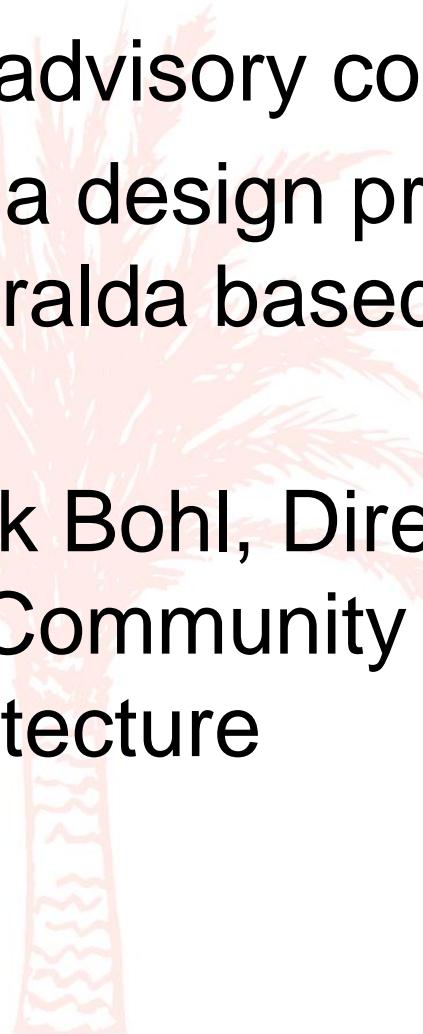
(by Address number, i.e. 45 Miracle Mile)



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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



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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



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Marketing & Advertising



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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



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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



TUTANKAMÓN
Espectacular exhibición

TRICICLOS PARA ADULTOS
Unos modernísimos vehículos

EL PRÁCTICO GPS
Llegó la competencia europea

AMERICAN AIRLINES

NEKOS

Octubre - Noviembre 2008

SU

Outubro - Novembro 2008

GUILLERMO
DEL TORO
EL HÉROE
Y SUS MONSTRUOS

Coral Gables

LA BELLA CIUDAD
A bela cidade

- 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



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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



MIRACLE MILE
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www.shopcoralgables.com

HOME | ABOUT US | DIRECTORY | MAP | EVENT CALENDAR | NEWS | GIFT CERTIFICATES | MEMBERS || SEARCH 


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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
Enter Email Address 


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



Coral GABLES
RESTAURANT WEEK
June 2nd - 8th, 2008

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

Participating Restaurants:

Artfish on the Mile
Benihana
Cacao
Caffé Abracci
California Pizza Kitchen
Caramelo
Fleming's Prime
Steakhouse & Wine Bar
Fritz & Franz Bierhaus
Hoja Nueva
John Martin'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.



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U.S. 1 Billboard

ONLY
CORAL
GABLES



Fashionista Hot Spot.

www.shopcoralgables.com



MIRACLE MILE
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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 Capricho



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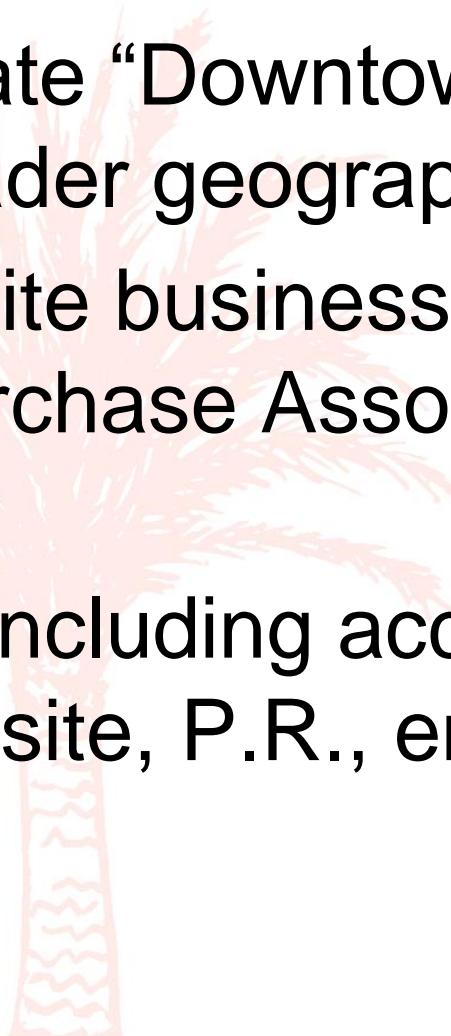
New Projects



MIRACLE MILE
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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



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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



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