

**City of Coral Gables City Commission Meeting
Agenda Item I-4
November 12, 2019
City Commission Chambers
405 Biltmore Way, Coral Gables, FL**

City Commission

**Mayor Raul Valdes-Fauli
Vice Mayor Vince Lago
Commissioner Pat Keon
Commissioner Michael Mena
Commissioner Jorge Fors**

City Staff

**City Manager, Peter Iglesias
City Attorney, Miriam Ramos
City Clerk, Billy Urquia
Interim Economic Development Director, Belkys Perez
Business Development Coordinator, Francesca Valdes**

Public Speaker(s)

Agenda Item I-4 [11:51:14 a.m.]

A presentation of the Pop-Up Incubator Program for the City-owned property located at 290 Miracle Mile.

Mayor Valdes-Fauli: Next we are going to have a presentation of Pop-Up Incubator Program for the City-owned property located at 290 Miracle Mile.

Commissioner Mena: I'm sorry, what item are we on?

Mayor Valdes-Fauli: This is I-4.

Vice Mayor Lago: Good morning.

*City Commission Meeting
November 12, 2019*

Ms. Perez: Belkys Perez with the Economic Development Department and I've got Francesca Valdes, Business Development Specialist with me today. So, we are talking today about a pop-up program which is going to take over one of our spaces on Miracle Mile, and the reason that we decided to do this. This is something that Francesca has been working on for a really long time, and really this is their first opportunity though to be able to implement this in one of our City-owned spaces; and basically it would be a pop-up program where we would want to bring in a business that is in line with the retail strategy. So, we as a City, we want to lead by example and so this is the perfect opportunity to be able to show merchants on the street and show our property owners on the street exactly what it would look like to have one of these retail, ideal retail spots in our Miracle Mile. So, the location is at 290 Miracle Mile, that's in the Central Business District, its in our B.I.D., its 850 square feet is the property. We are looking only for dry goods, this is not a restaurant space. And then the tenant is expected to move in by December 15th, that's what we are looking for, although applications are open right now. I'll turn it over to Francesca.

Ms. Valdes: So, our pop-up program is really exciting. As Belkys mentioned, it's the program we've been working on for about three years, and the first time we have a space to use it. So, we are looking for a tenant that follows our retail strategy, which our top targets are men's apparel and accessories, women's apparel and accessories, home and design focus retail, and athleisure wear. The terms of the program are the six-month program, and this is so it can be a true incubator. We are looking for tenants to come in short-term, create some excitement in the space and at that time have a successful experience and look for a fulltime spot in our downtown. Then we'll be able to bring a fresh tenant in and to continue that momentum on the Mile and really show how great Miracle Mile is. Also, I don't believe it was mentioned, but its kind of a perfect spot to do it, its right next to Starbucks, so it's a highly trafficked space on Miracle Mile, so really will get the tenant a good foray into Coral Gables. We are requiring a lot of engagement from the tenant. We are asking them to be involved in our B.I.D. and Chamber and City activities. We are asking them to have many hours of operation, but not all of our current retailers have, so we are looking for them to be very active and open seven days a week. So, we are looking for that Sunday activity as well. In addition, they'll have to share sales reports, they have to provide audited financial statements in order to be selected. They'll also have to do monthly meetings with me, so we can see how they are progressing and where they will share their sale. How we are selecting the tenants? Currently there is an application open, there is an additional application online. They'll submit a letter of interest, they'll have a letter of recommendation. They have to have a business plan. As I mentioned, they have to have audited financial statements; description of how they plan to do their display; and also, social media handles. They have to have some marketing plans in place and in order for us to see them as viable. We are looking for businesses that are more established. We are not looking for necessarily the small businesses that's never been in real business before. We are looking for someone with a couple of years of experience that's looking

*City Commission Meeting
November 12, 2019*

for that expansion, that can handle going into a space and then becoming a fulltime retailer. So, it's not a part-time business. We'd like to have them an e-commerce brand of website, they have to submit photos of existing operation, their branding and marketing materials. They've explained their past retail experience, then there are things that could count as extras, showing how they would do their window displays or sharing their special events. The deadline is November 15th and we are really excited.

Commissioner Mena: Have you received any application?

Ms. Valdes: We have received applications, yes, and lots of questions, people e-mailing and calling and asking for additional details and like most applications they'll come in at the eleventh hour on Friday.

Vice Mayor Lago: ...an opportunity to bring as much people to the downtown area and just traffic. That's the whole point of what we are trying to do with the extension of the trolley and Saturdays and Sundays and bring people to the downtown. What other municipalities or other states have done something similar just so I can educate myself on this type of pop-up program.

Ms. Valdes: So, the two programs I looked at most closely when building this were in Tacoma, Washington and there was also one in Colorado. So those are the two programs that I kind of based it off of. I also spoke to local landlords that do have pop-up leasing and spoke to them about their terms, so that's how we started up our base rent that we are doing and the percentage of sales that we are requiring.

Vice Mayor Lago: I want to make sure we are flexible because if they are doing a great job, I don't want it to just end that six months. That we have that flexibility, we as a City can make that decision.

Ms. Valdes: Yes, I think that's absolutely possible. We see kind of how successful they are doing. We'll have their sales figures so we'll be able to really know what's happening then we can always work with them to do that. And the good news is that a lot of our downtown landlords have said to me that they are interested in the tenants that don't get chosen for the program, they'd like it to be shared with them so that we can continue and have more pop-ups in our downtown.

Mayor Valdes-Fauli: Thank you very much.

Vice Mayor Lago: Great work. Thank you.

*City Commission Meeting
November 12, 2019*

Mayor Valdes-Fauli: Thank you. Mr. Holmes you wanted to...

Mr. Holmes: Thank you again for allowing me to speak up. I'm hoping that I can ask you all to help me clarify here. On these proposed pop-ups, which I'm glad to see, is a national tenant acceptable?

Ms. Perez: So, for this space its specific, its 850 square feet, a national tenant wouldn't probably go into to, but there are some other requirements.

Ms. Valdes: I did speak to two different national, they are smaller nationals that are looking to – this is how they are kind of testing their marketplace, so yes, in that case they are welcome to apply of course. They are not going to be Nordstrom, it's a smaller company that's in their expansion plan, so yes, of course we would accept their application.

Mayor Valdes-Fauli: Thank you.

Vice Mayor Lago: Thank you.

[End: 11:58:56 a.m.]