

ONLY
**CORAL
GABLES**

December 15, 2009



Retail Renewal

- Since 2007, 55 spaces have been remodeled and upgraded in the BID
- 35 opened on Miracle Mile
- Almost 1 out of every 4 storefronts has been updated in the past two years



MIRACLE MILE
Downtown Coral Gables

Retail Renewal: examples

- California Pizza Kitchen
- AT&T Concept store
- Priscilla of Boston
- Le Provencal
- Cleber Lopes
- Randazzo's Little Italy
- Chilorio's / Pasha's



MIRACLE MILE
Downtown Coral Gables

Corset Corner...



MIRACLE MILE
Downtown Coral Gables

...California Pizza Kitchen



MIRACLE MILE
Downtown Coral Gables

130 Miracle Mile...



MIRACLE MILE
Downtown Coral Gables

...Pasha's / Chilorio's



Miracle Mile Vacancy Trends

	This Year	Last Year
Storefronts	159	159
Vacant	18	16
Vacancy Rate	11%	10%
Leased/Under dev	7	12
Total	25	28
“Not Open”	15.7%	17.6%

As of November 15th

South Florida Retail Market

Submarket	Vacant Rate	Avg Rate (nnn)
Coral Gables	3.6%	\$32.04
Brickell	4.1%	\$38.77
Coconut Grove	10.4%	\$30.44
Downtown Miami	7.9%	\$26.54
Miami Beach	3.8%	\$61.30

Source: Colliers Abood Wood-Fay Nov 2009

Prime Retail Rents

Second Quarter 2009

Location	Rent per Sq Ft
Lincoln Road	\$130
Collins Ave	\$95
Biscayne Blvd	\$30
Miracle Mile	\$40

Source: Cushman & Wakefield 2009



Miracle Mile Under Construction

- 16 MM The Palace at Coral Gables
- 117 MM Angelique Euro Cafe
- 232 MM Fat Burger
- 370 MM BON balance order nature
- 324 MM J Del Olmo
- 326 MM Martial Champs-Elysees
- 325 MM Restaurant

Under Construction

C. Gables Cinematheque	260 Aragon
Coral Gables Museum	285 Aragon
Il Grissino	127 Giralda
Norman's 180	180 Aragon



MIRACLE MILE
Downtown Coral Gables

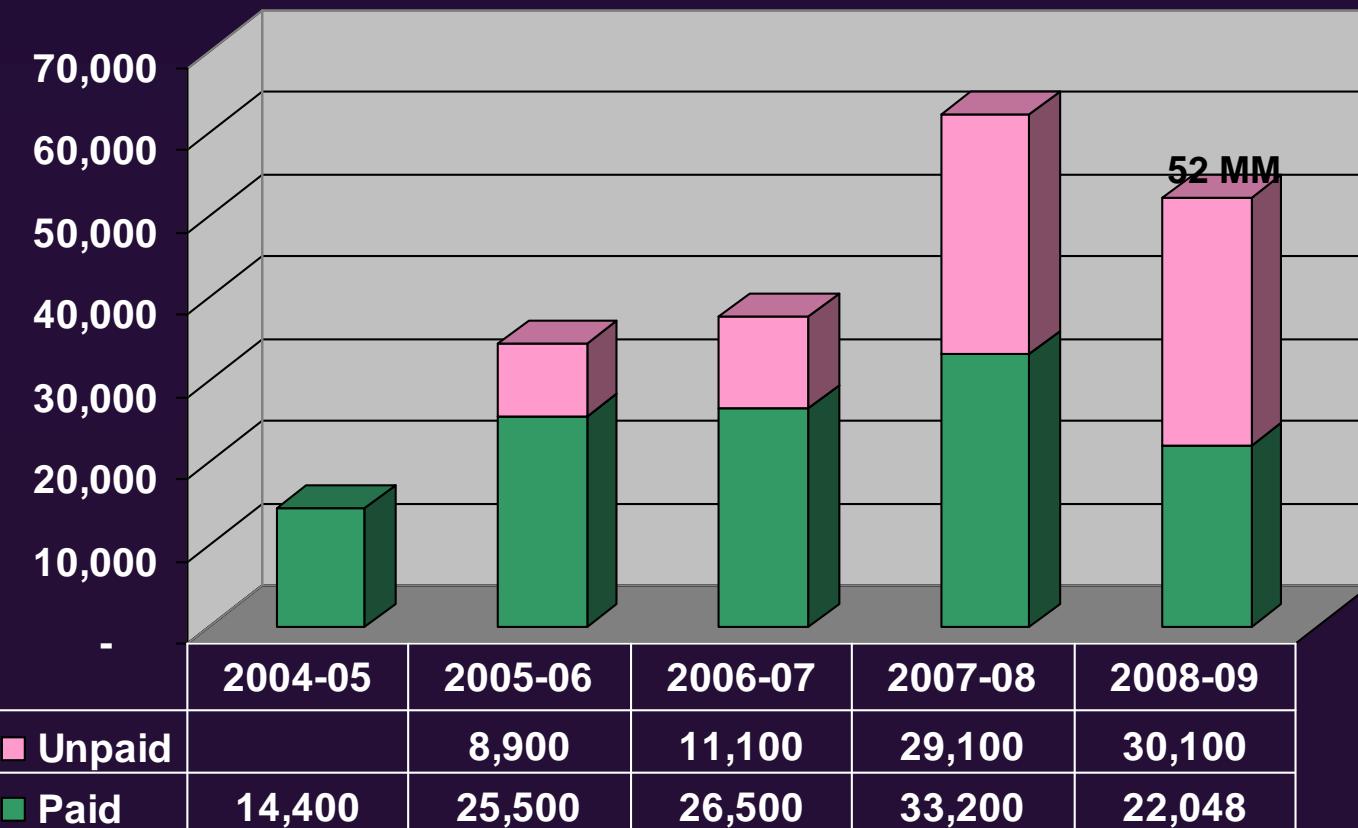
Marketing

- “Downtown Coral Gables” mentions are the exclusive result of BID efforts
- \$2 Million spent in the last five years has generated:
 - 122 million paid impressions (advertising)
 - 79 million in unpaid media (publicity)



MIRACLE MILE
Downtown Coral Gables

Media Impressions (000's)



2009 Paid Media

(000's) Gross Media Impressions

Broadcast	10,191
Outdoor	6,663
Maps/Tourist	1,744
Magazine	1,967
Newspaper	419
Other	1,063
Total	22,048



MIRACLE MILE
Downtown Coral Gables

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Hangout of the Well Dressed.

At over 200 boutiques and restaurants, the sophisticated man can be found, always dressed impeccably. He glances at his watch as he meets the happy hour crowd. Looking as sharp as ever, he makes an unforgettable impression, only in Coral Gables.

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



ONLY
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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.



Outdoor Billboard: US 1 Co-op version

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ShopCoralGables.com

Official Foodie District.

Pasha's
Healthy Mediterranean Cuisine

Chilorio's
VERY MEXICAN

sushi maki

Archie's
GOURMET

Red Koi
THAI & SUSHI LOUNGE

california
PIZZA KITCHEN



MIRACLE MILE
Downtown Coral Gables

Outdoor Kiosk Program



MIRACLE MILE
Downtown Coral Gables

girl's night out

Friday
nov
6



This Friday night Downtown Coral Gables invites you to a new kind of shopping experience. Late night specials from 6pm - closing!

Enjoy all night shopping that will surely put a twist on SALE. Participating stores will stay open late.

Dulce: All sale items 50% off

i.Designs: Buy one get one 1/2 off

The Boys: Buy one get one 1/2 off

Hip.e Boutique: All jeans buy 1 get 2nd pair 1/2 off

Cybele: Buy one get one 1/2 off

Habit: "Roll the Discount" Receive % off based on your roll of dice

Essence: Take 20% off clothes, shoes and accessories (not including sale items)

Lilian Designs: 50% off except pens and invitations

Victoria's Design: 20% off entire inventory

Carroll's Jewelers: Wine, cheese – 25% off

Arvane: Wine, cheese and \$70 package, which includes a 5-minute massage, 45-minute facial, 45-minute lipofit and pedicure

Peterbrooke Chocolatier: Free wine and chocolate tasting

Uni.K.Wax - 10% off on the most expensive service & a free ingrown hair roll-on with the purchase of \$30 or more

Cleber Lopes Beauty & Life Institute - Come in for a pedi and get a free mani or come in for a mani and get a free blow dry

Olian Boutique - Buy one get one 1/2 off on Olian or Analili regular priced item

The Boutique at Lister Jewelers - 20% off during grand opening weekend

Acqua - Sip on an "acquatin" and the more you shop the more you save. 1 piece – 10% off, 2 pieces - 20%, 3 pieces - 30% off, 4 pieces - 40% & 5 or more - 50% off ENTIRE clothing purchase

Curves N' Waves – 10-70% off entire store

The Rose Tree Cottage – 20% to 40% on select items



MIRACLE MILE
Downtown Coral Gables



Coral GABLES
RESTAURANT WEEK

June 1st - 14th

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.

CoralGablesRestaurantWeek.com | 305.569.0311

Participating Restaurants:

Archie's Gourmet Pizza
Bangkok Bangkok II
Cacao Restaurant
Caffe Abbacci
California Pizza Kitchen
Da Vittorio
Flemings Prime Steakhouse & Wine Bar
Fritz & Franz BIERHAUS
Hoja Nueva
JohnMartin's Irish Pub & Restaurant
Le Provencal
Les Halles
Morton's The Steakhouse
Ortanique on the Mile
Pardo's Chicken
Por Fin Restaurant & Lounge
Randazzo's Little Italy
Red Koi Thai & Sushi Lounge
Ruth's Chris Steakhouse
Spris Coral Gables
Tarpon Bend Raw Bar & Grill
The Grill Club
The Sports Exchange
Two Sisters Restaurant

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



Taste of the Gables



MIRACLE MILE
Downtown Coral Gables

Taste of the Gables





GET \$25 TO SHOP DOWNTOWN CORAL GABLES

Thank you for dining with us during Coral Gables Restaurant Week. Please use this form to receive a \$25 Downtown Coral Gables Gift Certificate, good at more than 90 stores and restaurants, upon providing proof of a minimum \$100 purchase at any store or restaurant in Downtown Coral Gables.*

Name: _____

Address: _____

City: _____ ST: _____ Zip: _____

Telephone: _____

Email: _____

* TO RECEIVE YOUR DOWNTOWN CORAL GABLES GIFT CERTIFICATE:

1. Complete this form. By completing this form, you acknowledge and agree to the Terms and Conditions listed on the reverse.**
2. Attach some day combined receipts totaling \$100 or more from any one retailer in Downtown Coral Gables. Only stores that are listed at www.shopcoralgables.com are considered Downtown Coral Gables retailers valid for the purposes of this offer.
3. Mail this completed form postmarked by June 30, 2009, along with your valid receipt(s), to the following address:

CGRW Offer
Business Improvement District of Coral Gables
220 Miracle Mile, Suite 234, Coral Gables FL 33134



CoralGablesRestaurantWeek.com | 305.569.0311



MIRACLE MILE
Downtown Coral Gables

Social Media

- 2,050+ fans on Facebook & growing daily
- Status updates & tweets promote special offers daily
- Listen to what our consumers are saying and what their needs are



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facebook.com/shopcoralgables

[facebook](#)

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Downtown Coral Gables & Miracle Mile 

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Downtown Coral Gables & Miracle Mile [Just Fans](#)

 **Downtown Coral Gables & Miracle Mile** [Giardino GOURMET SALADS](#) [Giardino's - New Locale, Same Great Taste!](#)
Be sure to visit Giardino Gourmet Salad's new location on Ponce (between Houston's & Sushi Maki). In honor of their grand re-opening, Giardino's will be giving away FREE salads on Monday, November 16 from 12pm -1pm! Want to share the veggie delight...
Fri at 11:26am

 **Downtown Coral Gables & Miracle Mile** The Bar's "63rd Anniversary" Party!
Tonight starting at 5:30pm, drink specials, raffle, giveaways and live music by DJ ICUE!
Fri at 11:22am

 **Elvira** I was there with my colleagues - our typical hangout Bar on Friday nights !!!!!!!!
Fri at 7:09pm

 **Downtown Coral Gables & Miracle Mile** FREE parking in Downtown Coral Gables in observance of Veteran's Day!
November 11 at 10:11am

[See All](#)

twitter.com/shopcoralgables

ONLY 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.

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twitter

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That's you! Lists

Giardino's - New Locale, Same Great Taste! <http://bit.ly/1JASJL>
2:26 PM Nov 13th from Facebook

The Bar's "63rd Anniversary" Party! Tonight starting at 5:30pm.
2:23 PM Nov 13th from web

FREE parking in Downtown Coral Gables in observance of Veteran's Day! <http://bit.ly/3SNZh6>
1:11 PM Nov 11th from Facebook

Wednesday is "99 cent Gelato Day" at Peterbrooke Chocolatier, stop by and have a scoop! <http://bit.ly/4k2kzV>
9:20 AM Nov 11th from Facebook

"Tweet-up" at Books and Books <http://bit.ly/4E9plb>
1:02 PM Nov 9th from Facebook

Downtown Coral Gables hosts "Girls Night Out" tonight! Shop till you drop with tons of fabulous sales! www.shopcoralgables.com
4:04 PM Nov 6th from web

Home Profile Find People Settings Help Sign out

Name Coral Gables
Location Coral Gables, FL
Web <http://www.shopco...>
Bio Downtown Coral Gables and Miracle Mile. Fashionista Hot Spot. Official Foodie District. Hangout of the Well Dressed. Power Lunch City. Only Coral Gables.

21 211 5
following followers listed

Tweets 97
Favorites

Following



 RSS feed of ShopCoralGables's tweets

Viral results: Giardino's opening



Public Relations

- Objective: grow awareness of “Downtown Coral Gables”
- Local, national and international
- Position as a “Must-See” destination within Greater Miami



MIRACLE MILE
Downtown Coral Gables

Public Relations Results

- 30.1 MM Media impressions
- In conjunction with GMCVB
- Hosted 20+ visiting journalists
- Hosted International POW WOW
 - Dine-around
 - Delegate & media tours
 - Trade show booth



MIRACLE MILE
Downtown Coral Gables

MONDAY NIGHT DINEAROUND

A Taste of Miami—Coconut Grove and Coral Gables

Monday, May 18, 2009

7:30 to 10:30 p.m.

MIAAMI
INTERNATIONAL
POW WOW



MIRACLE MILE
Downtown Coral Gables

22 participating restaurants





MIRACLE MILE
Downtown Coral Gables

STEPPING OUT

Evelyn Lozada, fiancée to NBA star Antoine Walker, makes a name for herself in the world of fashion as co-owner of the upscale designer shoe store, Dulce, in Miami, Fla.

WORDS BY: Tedra Coakley
IMAGES BY: Chelsea F. Franks

EVELYN LOZADA, IS THE CO-OWNER OF THE HIGH-END DESIGNER SHOE STORE, DULCE, IN MIAMI, FLA., WHERE DSQUARED, SIGERSON MORRISON, L.A.M.B., GIVENCHY AND MYSTIQUE ARE JUST SOME OF THE DESIGNERS SHE PROVIDES.

AFTER A VISIT TO HER STORE AND CONVERSING WITH HER, PATRONS WILL REALIZE THAT EVELYN IS MORE THAN A BUSINESSWOMAN. SHE'S VERY DOWN TO EARTH, A MOTHER WHO INSTILLS GOOD VALUES IN HER DAUGHTER AND REACHES OUT TO HELP THOSE IN NEED. THIS PUERTO RICAN BEAUTY, AFFECTIONATELY CALLED "EVE" BY HER FRIENDS AND FAMILY, HARDLY LOOKS HER 33 YEARS. SHE'S FUNNY, SHE'S WARM AND LIKE MOST WOMEN, SHE HAS A LOVE FOR SHOES. FIANCÉE TO NBA VETERAN AND FREE AGENT ANTOINE WALKER, EVELYN IS STEPPING OUT OF HIS SHADOW IN SIX-INCH HEELS AND MAKING A NAME FOR HERSELF.



J'ADORE: HOW DID THE IDEA FOR DULCE COME ABOUT?

EVELYN LOZADA: Actually, we knew this gentleman who owns a high-end shoe store in New York. He came to me with the idea of wanting to franchise and open up a shoe store here in Miami, but at the time, I wasn't ready to do that. I have a daughter and I was dealing with that and I was waiting for her to finish school in order for me to move down. If I went and opened up a store with him, that means that I would've had to have been here in Miami a lot and I couldn't do that. So, then, that whole idea always stuck in my mind and then my partner and I spoke about it.

Where my store is, I live maybe 15 minutes from here and there's a bunch of bridal shops and restaurants; it's such a beautiful avenue. I remember saying to myself, *I would love to have a store here*. I would always come here wanting to spend money, buy shoes ... Coming from New York, I could never really find that store that had everything. That's the reason why I decided to open up a store. I'm like, *Ob, okay, well let me open it up. Maybe it'll work*. And it's been good for us, so thank God.



Most of the people that live here go to the Neimans, the Nordstroms. We wanted to be different. We wanted to have designers like Giannarco Lorenzi—not too many people know about that designer. His shoes are amazing, but you can't find them everywhere, so we wanted to be that store where you can get different stuff.

HOW DID YOU COME UP WITH THE NAME?

You know what? We were actually going to call it Shoe Candy and then we decided, no, we just wanted to have one name kind of like Gucci. 'Dulce' in Spanish is actually 'candy,' so we just decided to call it *Dulce*. We were going back and forth and then my partner said, 'Dulce.' She was actually the one that came up with it and I was like, 'I love it!'

WHEN DULCE FIRST OPENED, WHAT WAS THAT LIKE FOR YOU?

We kept having a whole lot of issues. Where our store is located—anyone who's opened up a business here or is familiar, knows that it's a nightmare opening up a business here because of crime. The space that we rented, it's owned by the city, so there's no way of going around it. You need to do everything by the book.

We were very excited because the first day we opened up, we had one woman that came in here and spent \$6,000 and that was the very first day and we were blown away. I was telling my partner, 'I don't know, but I think today's a great day.' We opened up with a bang ... It was good for us.



HOW WOULD YOU DESCRIBE DULCE?

Right now, I would say that *Dulce* is—and not just because I own it, but from people that come in—the hottest shoe store. We have bridal shoes, which is key, because here on this avenue where the store is, they're a lot of bridal shops. And bridal shoes can be hit or miss sometimes. Honestly, if I wasn't the owner, I would probably be one of the best customers here because we definitely have different, sexy, high. But I would definitely say that *Dulce* is one of the hottest shoe stores in Miami.

WHAT'S YOUR TAKE ON SPORTS AND FASHION?

One thing that I found, being engaged to an athlete and being with him for over a decade, [is that] we tend to be under the microscope a lot. There's always a sense of reputation from professionally to personally, so I find that whenever you go to the game or events and stuff like that. The wives have the means to be able to buy anything that's beautiful. From my experience, a lot of the players and wives were always very, very fashionable, but it had a lot to do with human pressure and being stared at all the time.

WHAT'S IT LIKE BEING ENGAGED TO SOMEONE WHO IS ALWAYS ON THE ROAD AND ALWAYS IN THE SPOTLIGHT?

Honestly, it's difficult at times because everything you do and everything he does is under a microscope. That's one of the difficult things. Traveling is difficult as well. He's a very good dad to my daughter. That's probably the more difficult part: him being on the road. Even when I'm not with him and I'm here in Miami, a lot of people know that that's my fiancé. Everything you do, you're being stared at all the time. That's probably the most difficult—being under the microscope all the time.

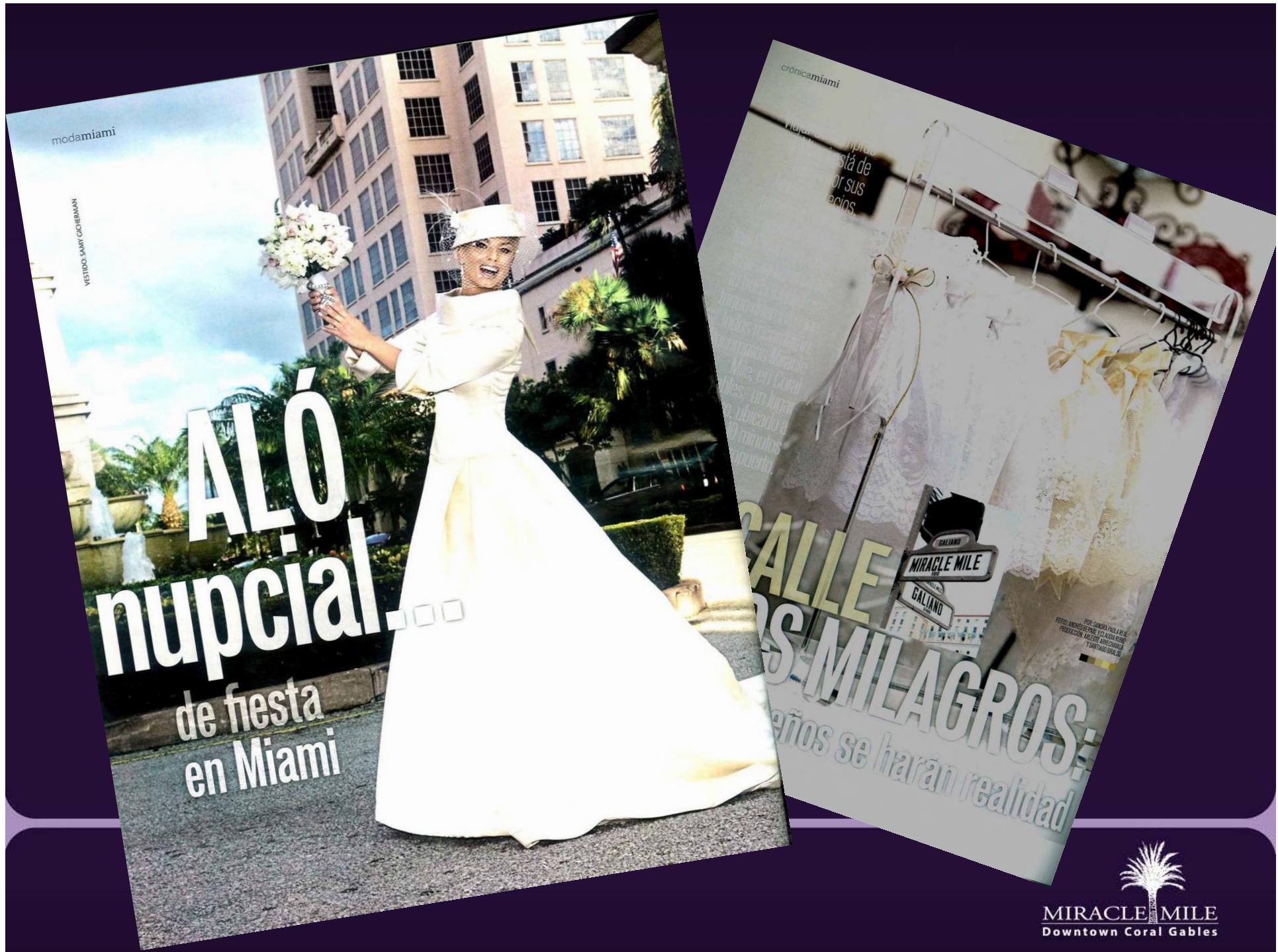
THERE'S A POSSIBILITY THAT YOU AND SHAWNNE O'NEAL (SHAQUILLE O'NEAL'S WIFE) WILL BE DOING A REALITY SHOW TOGETHER. WHAT CAN VIEWERS EXPECT FROM THAT?

I can't really give any details because two networks are kind of going back and forth as far as who is going to pick up the show. I can say it's not going to be like the Atlanta housewives—that's pretty much based around drama, even though we love it. I'm not going to lie, I watch it. It's pretty much based around NBA wives and the positive things that they're doing outside of their husbands. Like, I have my high-end shoe store. Another wife owns a known gem in Chicago and Toronto called Flirty Girl. So, it's to show the positive side of it—to basically show that we're not just shopping every day and that we raise our children. I think one of things the show will show is, yeah, we like to have a good time, but we also take care of our homes and take care of our children and we don't have nannies and stuff like that. It's interesting.

WHAT'S YOUR FAVORITE FASHION TEND FOR FALL?

OTKs—Over-the-knee boots. That's my favorite fashion trend for fall. And also, I was a Navy kid, so I'm loving how the ripped, distressed jeans are coming back, so they're definitely my fashion trends for fall that I *love, love, love* right now!

For more information on Dulce and their extensive selection of shoes, visit Dulceshoes.net. ♦



Social Media Smarts 101



Educational programs
increase business



MIRACLE MILE
Downtown Coral Gables

Get Social With the Locals

BID Members Mixer

Fishing for Contacts?

Join us at Tarpon Bend Raw Bar & Grill to meet your newest neighbors and get hooked up with the latest BID news.

Tuesday, March 10th, 2009 | 5:30-7:30PM
Tarpon Bend Raw Bar & Grill | 65 Miracle Mile

Please RSVP to the BID Office:
305.569.0311 | info@shopcoralgables.com



Meeting your fellow
retailers creates
opportunities

BID Member Mixers



What's new for 2010?

www.shopcoralgables.com

2010 Re-launch



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NEWS

The Business Improvement District ("BID") of Coral Gables is a 501(c)6 organization dedicated to mar...[MORE](#)

15th Annual Coral Gables Oktoberfest
Join Fritz & Franz BIERHAUS in celebrating Oktoberfest, a festival originally held in Munich, German...[MORE](#)



LATEST POSTS BY @ShopCoralGables

15th Annual Coral Gables Oktoberfest starts today at Fritz & Franz BIERHAUS! Food, Beer, music and more, now...
10:18 AM Oct 2nd from Facebook

Wednesday is "99 cent Gelato Day" at Peterbrooke Chocolatier, stop by and have a scoop!
12:22 PM Sep 30th from Facebook



CALENDAR OF EVENTS

October 2009						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



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MONTICA JEWELRY

Set within a chic award-winning showroom in the heart of Coral Gables, Montica Jewelry offers the finest styles and designs in fashion-forward fine jewelry and is recognized for specializing in diamond trends. With more than 27 years of experience in the business, Montica Jewelry's dedication to stellar customer service sets them apart. And, just recently, Montica Jewelry was awarded the prestigious "City Beautiful Award" for the category of outstanding retail showroom. Visit Montica Jewelry online at www.montica.com.

MONTICA Jewelry
75 Miracle Mile
Coral Gables, FL 33134

Tel. 305-446-2957
Email: info@montica.com

Website
www.montica.com

Business Hours
Tuesday - Wednesday: 11am - 6pm
Thursday - Friday: 11am - 7pm
Saturday: 11am - 5pm
Sunday - Monday: Closed



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