



MIRACLE MILE UPDATE

November 18, 2025



SMALL BUSINESS POP-UP PILOT PROGRAM

THE PURPOSE

To activate the sidewalks of the 300 block of Miracle Mile during the holiday season by allowing small, local businesses to set up temporary storefront pop-ups. This initiative prioritizes existing Coral Gables businesses and aims to energize the block, support local retail, and enhance the pedestrian experience.

ELIGIBILITY

Priority will be given to:

- Retail businesses located on the **0, 100 and 200 blocks of Miracle Mile**
- Brick-and-mortar retail already operating within Coral Gables
- Additional retail, art, and maker vendors may be considered depending on space availability.
- Food vendors, sales of age-restricted items and non-retail businesses will not be allowed.

POP-UP DISPLAY REQUIREMENTS



- No tents or canopy structures allowed
- No electrical hookups permitted – should run on batter or be self-contained.
- Displays should be freestanding and compact, such as:
 - Folding tables with fitted tablecloths
 - Rolling racks or display carts
 - Branded pop-up carts or kiosks
- Displays should be professionally presented and may not include:
 - Large banners, flags, or sandwich boards
- Merchandise must fit within the approved footprint and cannot block the sidewalk or building entrances.
- Lighting, if used, must be battery-powered and soft (no spotlights or generators permitted)
- No amplified sound or music
- Setup and breakdown must occur within 1 hour before opening and 1 hour after closing.

OPERATING HOURS

NOVEMBER - JANUARY	
DAY	REQUIRED HOURS
Friday	4 p.m.-8 p.m.
Saturday	4 p.m.-8 p.m.

PLACEMENT & LAYOUT

- Allowed in the **designated activation zones** along the 300 block of Miracle Mile, in front of vacant storefronts.
- 10’x10’ area
- Placement must leave a **6-foot clear pedestrian walkway** at all times.
- The City will assign specific locations based on:
 - Type of merchandise
 - Space availability
- Vendors are responsible for their own setup and staffing



FEE STRUCTURE

Flat seasonal rate: \$250 a month

- 25% discount for existing businesses on Miracle Mile (\$200)

- Non-refundable unless the city cancels the program
- Fee for the use of the public space, program administration, and monitoring
- Due at application approval to secure the spot
- Businesses must comply with all display guidelines otherwise may lead to removal and forfeit of fee

APPLICATION & APPROVAL PROCESS

APPLY

- Complete and submit the Small Business Pop-Up Special Event Application

ADDITIONAL INFO

- Provide photos or a sketch of your proposed setup for review

SPECIAL EVENTS COMMITTEE

- Review by the Special Events Committee and receive the necessary approvals

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THE CITY BEAUTIFUL

THANK YOU

