

City of Coral Gables Pop Up Incubator P 2021 Candidates

Candidate	Total Score
Ben & Guiles	122
L'erbolario/The Secret Place	119
Nino Apparel & Gallery	71
Ninoska Huerta	76

Candidates were selected based on the following criteria:

Concept in line with the Retail Strategy/Asset to the downtown
Sustainable Business Plan
Strength of Marketing Plan
Strength of Brand
Strength of Product Assortment
Financial Viability/Retail Experience
Overall Impression
Visual Merchandising, Events

Judges for this Program:

Aura Renheirdt, BID
Belkys Perez, City of Coral Gables
Mark Trowbridge, Coral Gables Chamber
Midge McCauley, Downtown Works

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