



City of Coral Gables
CITY COMMISSION MEETING
October 11, 2016

ITEM TITLE:

Presentation of the draft 2016 Downtown Retail Strategy report prepared by Downtown Works, LLC, in collaboration with the City's Economic Development Department, Coral Gables Business Improvement District (BID) and Coral Gables Chamber of Commerce

DEPARTMENT HEAD RECOMMENDATION:

N/A

BRIEF HISTORY:

The City entered into a tri-party agreement with the Coral Gables Business Improvement District (BID) and Coral Gables Chamber of Commerce to conduct a Downtown Retail Strategy as a complement to the Miracle Mile/Giralda Avenue Streetscape project. The parties engaged a retail consultant – Downtown Works, LLC – who has been steadily at work over the past few months developing the Strategy. As part of this effort, over two dozen interviews took place with area stakeholders, including property owners, merchants, brokers, residents and other parties; a qualitative analysis was conducted rating each of the area's retailers; demographic and psychographic analysis were performed; and a merchandise mix plan was developed to guide retail retainment/recruitment efforts. The department has also repurposed an existing open position into a Business Development Specialist, which will oversee the Strategy's implementation and work with property owners, brokers and merchants in retaining/recruiting desired retailers. This item is a presentation of the draft 2016 Downtown Retail Strategy report by Downtown Works, LLC.

APPROVED BY:

Department Director	City Attorney	Assistant City Manager	City Manager

ATTACHMENT(S):