



FW: Request to Add Discussion Item: "Downtown Revitalization – Building a Signature Day for the Central Business District"

From Urquia, Billy <burquia@coralgables.com>

Date Thu 10/23/2025 5:24 PM

To Sansores, Imelys <isansores@coralgables.com>

From: Castro, Melissa <mcastro@coralgables.com>

Sent: Wednesday, October 22, 2025 10:08 PM

To: Urquia, Billy <burquia@coralgables.com>; Perez, Belkys <BPerez2@coralgables.com>

Cc: Gmail <susi.davis655@gmail.com>

Subject: Request to Add Discussion Item: "Downtown Revitalization – Building a Signature Day for the Central Business District"

Good evening Billy,

I'd like to add a discussion item to the next commission meeting titled "Downtown Revitalization – Building a Signature Day for the Central Business District."

During my recent Town Hall with the Gables Good Government Committee (GGG), one of the main concerns residents brought up was how we can elevate activity and engagement along Miracle Mile and throughout our Central Business District (CBD) including Giralta Plaza and surrounding downtown areas.

Several ideas came up to increase foot traffic, support local merchants, and strengthen our downtown identity. One of the suggestions was for the City, through Economic Development, to work with businesses to designate a recurring weekday, such as Tuesday or Wednesday as a branded promotional day that encourages both residents and visitors to enjoy downtown with special offers and events.

Some potential names and concepts include:

- Wine Down Wednesdays – Encouraging after-work relaxation and dining.
- Downtown Tuesdays – A flexible, inclusive theme for all CBD areas, from Miracle Mile to Giralta.
- Giralta Nights – Expanding the success of "Giralta Under the Stars" into a recurring signature event.
- The Gables Hour – A coordinated "Happy Hour" concept promoted citywide.

In addition, residents suggested that local businesses offer discounts for Coral Gables residents for example, 10–15% off when showing a driver's license or local zip code. Similar to initiatives seen in Coconut Grove.

I also want to bring to the Commission's attention that I've been in conversations with P.U.M.A. (Progressive Urban Management Associates) as we explore the idea of establishing a Business Improvement District (BID). While that process is still in its early stages, I believe the City should take the initiative now by creating a branded day or recurring event to help drive foot traffic and economic activity in the CBD.

Please include this email as part of the discussion item attachment, and let me know once it's been added to the agenda or if you need any additional details.

Thank you,

Commissioner Melissa Castro

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