

ONLY  
**CORAL  
GABLES**

# City Commission Presentation

June 1, 2010



# What is...“BID”

- Self-taxing district
- Created in 1997
- Mission: Marketing & Advocacy
- 300+ retailers & restaurants
- 120 property owners



# What is... “BID”

- Sunset provision every 5 years
- District re-elected in 2002 and 2007, with the expansion to include Giralda
- Property owners & businesses tax themselves to fund the district's annual budget
  - Miracle Mile: 47¢ per sq ft
  - Off Miracle Mile: 38 ¢ per sq ft



# District Map



**MIRACLE MILE**  
Downtown Coral Gables

# Board of Directors

- |                               |                        |
|-------------------------------|------------------------|
| • Brad Rosenblatt             | Property Owner         |
| • John O'Rourke III           | Montica Jewelry        |
| • Gus Fonte                   | Daisy Tarsi            |
| • Burton Hersh                | Burton Hersh P.A.      |
| • Jose Bolado                 | J. Bolado Clothiers    |
| • Wayne Eldred                | Tarpon Bend            |
| • Jennifer Hornik             | Jae's Jewelers         |
| • Abe Ng                      | Sushi Maki             |
| • Helena Ulloa                | I. Designs Optical     |
| • Judy Weissel                | Property Owner         |
| • Michael Wurster             | Westin Colonnade Hotel |
| • Anabella Smith (ex-officio) | Zyscovich Architects   |
| • Maria Anderson (ex-officio) | City of Coral Gables   |



MIRACLE MILE  
Downtown Coral Gables

# 2009-10 Budget

(in 000's)

## Revenue

BID Tax Assessments	752
Other Funds	40
Total Revenue	792

## Expenses

Marketing to Promote C. Gables	470
Office/Administration	272
Streetscape	25
Holiday Lighting Partnership	25
Total Expenses	792



**MIRACLE MILE**  
Downtown Coral Gables

# Marketing & Public Relations

*Promoting Downtown Coral Gables  
to an international audience*



**MIRACLE MILE**  
Downtown Coral Gables

# Marketing & P.R.

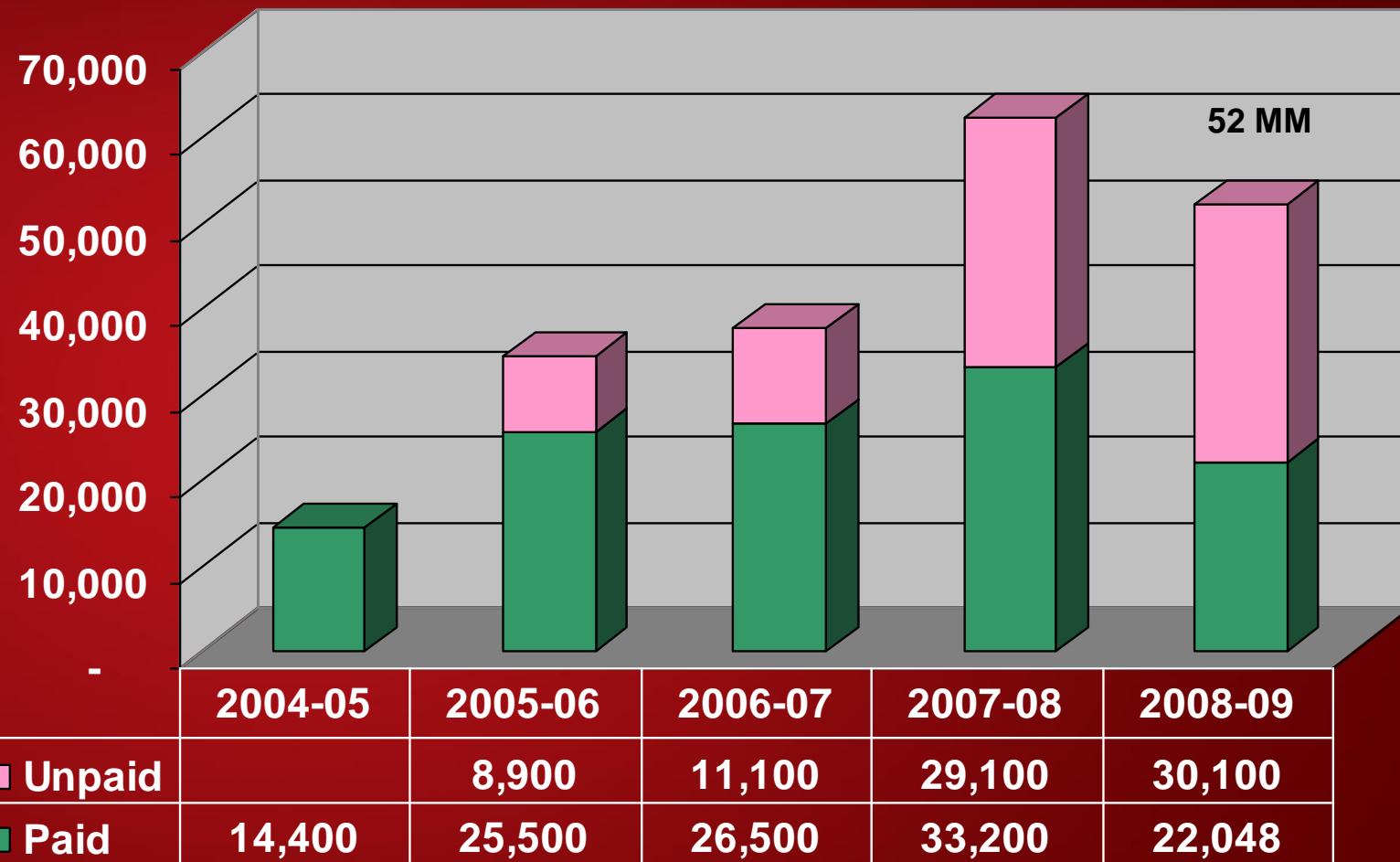
- “Downtown Coral Gables” mentions are the primary result of BID efforts
- \$2 Million in last 5 years has generated:
  - 122 million paid impressions (advertising)
  - 79 million in unpaid media (publicity)



MIRACLE MILE  
Downtown Coral Gables

# Media Impressions

(000's)



MIRACLE MILE  
Downtown Coral Gables



- Advertising with America Airlines since 2004 to promote Downtown Coral Gables



MIRACLE MILE  
Downtown Coral Gables

ONLY  
CORAL  
GABLES



*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](http://www.shopcoralgables.com)



Dog collar from The Dog Bar | Purse from Capricho

- Reaching 3 Million passengers each month on American Airlines



**MIRACLE MILE**  
Downtown Coral Gables

# Sample Media & Promos

National/ Regional	Local	Promotions	Online & Events
American Airlines	Outdoor Billboard	C. Gables Restaurant Wk	<a href="http://shopcoralgables.com">shopcoralgables.com</a>
Where Magazine	Broadcast TV, Cable TV, Radio	Giralda under the Stars	Social media & weekly eblasts
Florida Travel & Life Magazine	Newspaper	Gables Holiday Gifts & Goodies	Annual Merchant's Sidewalk Sale
GMCVB  Miami Vacation Planner	Gables Home Page	Taste of the Gables	Halloween on the Mile



**MIRACLE MILE**  
Downtown Coral Gables

# Outdoor Kiosk Program



**MIRACLE MILE**  
Downtown Coral Gables



MIRACLE MILE  
Downtown Coral Gables

MERCHANT LOGIN

SEARCH

About Us | Directory | Map | Event Calendar | News | Gift Certificates | Press | Classified | Start A Business



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.



## NEWS

**Sushi Maki Celebrates 10 Years of Growth and Innovation**: Sushi Maki, South Florida's premier Japanese restaurant chain, enters its 10th year in business as one of its best years since launching the brand [MORE](#)

**3rd Annual Coral Gables Restaurant Week & Taste of the Gables**: During Coral Gables Restaurant Week, participating restaurants will offer



## LATEST POSTS BY @ShopCoralGables

ShopCoralGables: Celebrate Cubas first Independence Day with The Globe's 7th annual Cuba Libre Block Party, starting today at 4pm! <http://tinyurl.com/2clbt7m> 21 May 2010, 11:09 am

ShopCoralGables: Countdown to Taste of the Gables: 15 Days! Sample over 100 Coral Gables restaurants in one



## CALENDAR OF EVENTS

May 2010						
M	T	W	T	F	S	S
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23

**www.shopcoralgables.com**



MIRACLE MILE  
Downtown Coral Gables



**MIRACLE MILE**  
Downtown Coral Gables

MERCHANT LOGIN

SEARCH

About Us   Directory   Map   Event Calendar   News   Gift Certificates   Press   Classified   Start A Business



[Click here to view our menu](#)

The Red Koi Fish is considered a symbol of endurance and perseverance, a Japanese homophone meaning love and affection. Here at Red Koi we do exactly that: Unite our love for fine Asian cuisine in our own unique Japanese/Thai blend signature of Red Koi Thai & Sushi Lounge. Come and experience a casual and revitalizing lunch or evening feast at Red Koi Lounge.

Red Koi Lounge  
317 Miracle Mile  
Coral Gables, FL 33134

Tel.(305) 446-2690  
Fax.(305) 446-2691  
Email: [redkoilounge@gmail.com](mailto:redkoilounge@gmail.com)

Website: [www.redkoilounge.com](http://www.redkoilounge.com)

Business Hours  
Monday - Tuesday: 11:30am - 10:30pm  
Wednesday - Friday: 11:30am - 12am  
Saturday: 1pm - 12am  
Sunday: 3:30pm - 10pm



eNEWS SIGN-UP

[SIGNUP](#)



Buy a Downtown Coral Gables Gift Certificate

SHOP

DINE

ENTERTAIN

STAY

WORK

#### CALENDAR OF EVENTS

May 2010						
M	T	W	T	F	S	S
26	27	28	29	30	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					4	5

[www.shopcoralgables.com](http://www.shopcoralgables.com)



**MIRACLE MILE**  
Downtown Coral Gables

[Sign Up](#)**Downtown Coral Gables & Miracle Mile is on Facebook**

Sign up for Facebook to connect with Downtown Coral Gables &amp; Miracle Mile.



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.

[www.shopcoralgables.com](http://www.shopcoralgables.com)

#### Information

Location:  
Downtown Coral Gables & Miracle Mile  
Coral Gables, FL, 33134

**2,952 People Like This**

## Downtown Coral Gables & Miracle Mile

 [Like](#)[Wall](#) [Info](#) [Restaurant...](#) [Photos](#) [Events](#) [Notes](#) [»](#)[Downtown Coral Gables & Miracle Mile + Others](#) [Downtown Coral Gables & Miracle Mile](#)

Just Others

**Downtown Coral Gables & Miracle Mile** Countdown to Taste of the Gables: 11 Days

Sample 20 of Downtown Coral Gables' finest restaurants all in one night. Don't miss out, and purchase your tickets for Taste of the Gables now!

**Coral Gables Restaurant Week**[coralgablesrestaurantweek.com](http://coralgablesrestaurantweek.com)

Ortanique on the MilePardo's Peruvian Cuisine Pasha's Mediterranean Cuisine Por Fin Restaurant &amp; Lounge Red Koi Thai &amp; Sushi Lounge Ruths Chris Steakhouse

8 minutes ago · Comment · Like



## Downtown Coral Gables & Miracle Mile

**WDNA Jazz Concert at Angelique Euro Cafe!**

Wednesday, May 26 at 7:30pm Hal Roland and Irasema will once again be entertaining dinner guests, at Angelique, as part of a special concert series produced in partnership with WDNA 88.9 FM "Serious Jazz." Prix fixe and a la carte menus will be available...

Friday at 1:47pm · Comment · Like

Debora Gregori, Coco Palenque Torre and 2 others like this.

**Maria Olivas** Jazz!!!! : )  
Friday at 2:18pm

## Downtown Coral Gables & Miracle Mile

[Facebook.com/shopcoralgables](http://Facebook.com/shopcoralgables)**MIRACLE MILE**  
Downtown Coral Gables

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.



ShopCoralGables.com

Visit us on [facebook](#)



# ShopCoralGables

Countdown to Taste of the Gables: 11 Days! Sample over 20 Coral Gables restaurants in one night! Get your tickets! <http://tinyurl.com/2vj8fo5>

21 minutes ago via web

Celebrate Cuba's first Independence Day with The Globe's 7th annual Cuba Libre Block Party, starting today at 4pm! <http://tinyurl.com/2clbt7m>

9:09 AM May 21st via web

Countdown to Taste of the Gables: 15 Days! Sample over 20 Coral Gables restaurants in one night! Get your tickets! <http://tinyurl.com/2vj8fo5>

8:51 AM May 20th via web

Countdown to Taste of the Gables: 16 Days! Fleming's will be serving Filet Mignon with Gorgonzola Cream Sauce. <http://tinyurl.com/2vj8fo5>

11:13 AM May 19th via web

Sample over 20 of Downtown Coral Gables' finest restaurants at Taste of the Gables. Purchase your ticket now! <http://tinyurl.com/2vj8fo5>

7:58 AM May 17th via web

Check out footage of last year's Taste of the Gables, featuring Tarpon Bend & Randazzo's! <http://tinyurl.com/2aj7i4h>

12:22 PM May 14th via web

Coral Gables Restaurant Week is back! Visit [www.shopcoralgables.com](http://www.shopcoralgables.com) for more info & for tickets to the Taste of the Gables kick off party.

9:25 AM May 13th via web

Check out BonBons' Chef Special "Filet for Two", going on now.

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.

718 855 37  
following followers listed

Tweets 211

Favorites

Following



[View all...](#)

[RSS feed of ShopCoralGables's tweets](#)

[Twitter.com/shopcoralgables](http://Twitter.com/shopcoralgables)



MIRACLE MILE  
Downtown Coral Gables

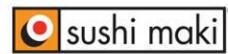
# Outdoor Billboard: US 1 Co-op version

ONLY  
CORAL  
GABLES

MIRACLE MILE  
Downtown Coral Gables

Official Foodie District.

[ShopCoralGables.com](http://ShopCoralGables.com)



MIRACLE MILE  
Downtown Coral Gables



## Carnaval on the Mile Sidewalk Sale



## Carnaval on the Mile Sidewalk Sale

3rd  
Annual  
**Coral  
GABLES**  
**RESTAURANT WEEK**

June 7-20th



**MIRACLE MILE**  
Downtown Coral Gables

# Taste of the Gables



**MIRACLE MILE**  
Downtown Coral Gables

# Taste of the Gables



# Public Relations

- BID retains a full time public relations agency
- Primary objective: grow awareness of “Downtown Coral Gables”
- Position as a must-see destination within Greater Miami
- Issue periodic releases containing newsworthy mentions of Coral Gables to national media



MIRACLE MILE  
Downtown Coral Gables

# Public Relations Results

- 30 MM Media impressions in 2009
- Host 20+ visiting journalists each year
- Recent pitching efforts have led to broadcast, print and/or online results consistently **EVERY** month



MIRACLE MILE  
Downtown Coral Gables

# Florida Travel & Life Magazine



WHAT IT'S LIKE TO LIVE IN ...

## coral gables

Drive along the banyan-ruled streets of **Coral Gables** past bubbling fountains and Mediterranean piazzas, and chances are you'll forget you're in the center of Florida's largest metropolis. Instead, some faraway European city may come to mind, and that's just how developer George Merrick wanted it. Named after the native rock where Merrick came of age in Massachusetts, Coral Gables was incorporated in 1925 as a planned city with areas designated for business,

STORY JENNIFER LESLIE KRAMER PHOTOGRAPHY RONALD C. MODRA

leisure and residential activities. Mediterranean Revival architecture, known for its arches and Roman loggias in the terra-cotta and sienna shades of the European seaside (which help counteract the effects of the sun), was meticulously chosen and quickly set the old-world mood that makes this city of 42,000 stand out.

From the arts to the architecture to the food, Coral Gables has a European feel that sets it apart.

floridatravellife.com + july/august 75

PHOTOGRAPHY RONALD C. MODRA

floridatravellife.com + july/august 75

livingin

RESIDENTS LOVE THE OLD-WORLD AMBIENCE OF THIS HISTORIC ENCLAVE IN THE HEART OF SOUTH FLORIDA



Even today, history is front and center. There's a Board of Architects Review Panel created at the city's inception, along with a Mediterranean Architectural Ordinance that's been in effect since 1986. The latter offers cash incentives to builders who conform to the Mediterranean Revival style. Paul George, Ph.D., resident historian at the Historical Museum of Southern Florida and a professor of history at Miami Dade College, believes the beauty of the area lies in the preservation of its history. "What's been here the longest is what continues to remain," he says. "The Merrick home, the Baltimore Hotel, the Douglas Arches — all these distinctive places that characterize the city were part of Merrick's original vision."

### QUALITY OF LIFE

Encompassing 37 square miles, Coral Gables sits between West Flagler Avenue and the Deering Bay Golf Course to the north and west. Thirty percent of land here is dedicated green space. There are two public golf courses, numerous pocket parks tucked into residential areas and several canals that can accommodate large, rachet-frontage. The Coral Gables Waterway leads to the ocean and is a major marina; are often seen docked along the 40 miles of waterfront lot frontage. The Coral Gables Botanic Garden offers regular movie protection zone. Fairchild Tropical Botanic Garden offers regular movie and jazz nights as well as art exhibitions by the likes of Dale Chihuly and David Botero whose pieces are integrated into the lush foliage.

In the surrounding homes, you'll mostly find families. Rarely, if ever, do under-30 singles or first-time home buyers descend on the area. At an average price of \$400 per square foot for a non-waterfront, single-family home, the houses are simply out of their price range. "Property values are high, so you have residents that have made a conscious decision to live here," says Janet Gavarrete, a planner for the University of Miami, which is in Coral Gables. "Residents all seek the same thing: quality of life within a planned city that boasts tremendous beauty."

Coral Gables is a great place to raise a family. Traffic circles make it nearly impossible to speed through residential neighborhoods, and the city has one of the lowest crime rates in Miami-Dade County. It also has its own police and fire departments. Chris Basick, a 14-year resident and real estate agent, moved to Coral Gables five years ago. "When my clients recognize the safety, the city services, the curb appeal of the homes, they are in awe," he says.

After living in Miami Beach for nearly 20 years, Gladys Acosta moved to Coral Gables five years ago. "The homes here are not your typical suburban homes. They have character," she says. "You can beat the traffic. You're part of Miami, but you're removed from the craziness."

### HEART OF TOWN

Just six miles west of downtown Miami, the city's location attracts over 40,000 professionals to its downtown business district daily. >>

PHOTOGRAPH BY JENNIFER LESLIE KRAMER (TOP)



**MIRACLE MILE**  
Downtown Coral Gables



# Dressing up the Downtown

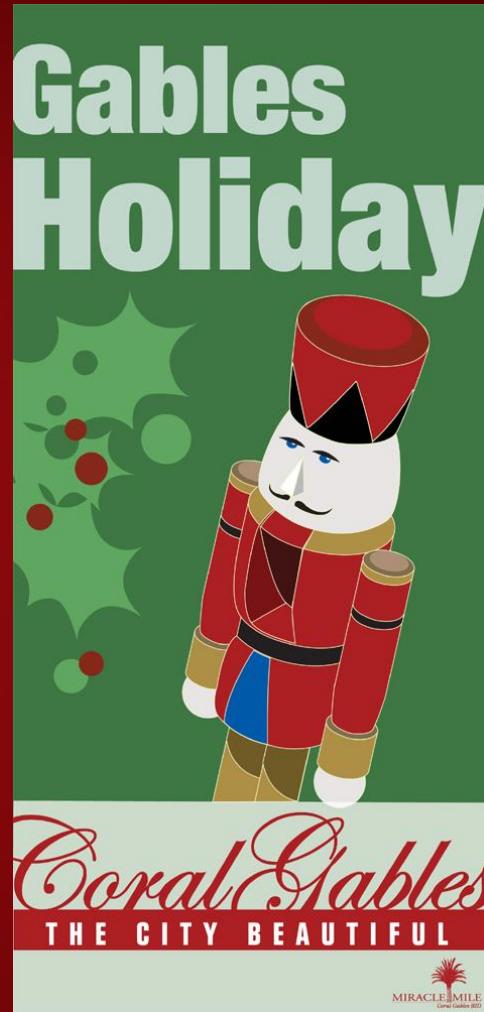
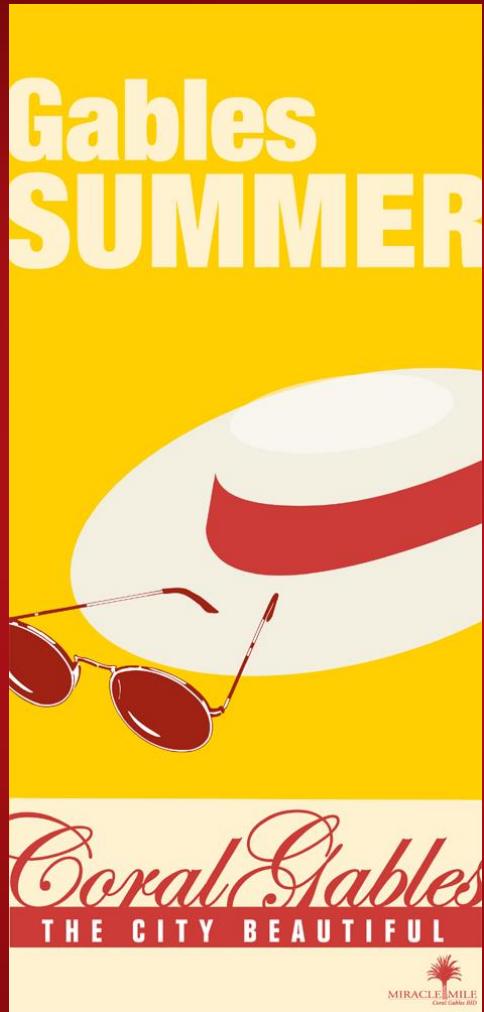


**MIRACLE MILE**  
Downtown Coral Gables

# Downtown Banners



MIRACLE MILE  
Downtown Coral Gables



# Storefront Wraps & Coming Soon signs



MIRACLE MILE  
Downtown Coral Gables

# Holiday Decorations



MIRACLE MILE  
Downtown Coral Gables

# Holiday Decorations



MIRACLE MILE  
Downtown Coral Gables

# Centralized Valet Parking

- BID pioneered system in 2006
- BID invested \$51,000 in launching program
- Moves over 30,000 cars per year from only 15 meters on Miracle Mile
- Free valet for disabled patrons



MIRACLE MILE  
Downtown Coral Gables

- \$78,000 BID investment to-date in visioning of downtown Coral Gables Streetscape including:
  - Public information campaigns
  - Public workshops
  - Consultants
  - Collateral materials
  - 3-D Renderings



MIRACLE MILE  
Downtown Coral Gables



rendering by SPINE3D



**MIRACLE MILE**  
Downtown Coral Gables

# Retail Recruitment

- Valuable BID marketing support and local knowledge make Coral Gables a better choice when sourcing a new business
- Providing support to prospective business owners researching our area



MIRACLE MILE  
Downtown Coral Gables

# Seasons 52

- Senior management contacted BID two years prior to signing a lease
- Centralized valet parking program and BID promotional support just two key reasons why Seasons 52 is opening on Miracle Mile



MIRACLE MILE  
Downtown Coral Gables

# Seasons 52

“Working with the BID in Coral Gables has been a tremendous source of information and help in enabling Seasons 52 to better understand and navigate the dynamics of the local market. This is extremely important to us in our efforts to be a forward thinking, socially responsible local restaurant”

-Stephen Judge, President, Seasons 52



MIRACLE MILE  
Downtown Coral Gables

# Seasons 52

## Under construction



MIRACLE MILE  
Downtown Coral Gables

# The BID's “Top 10 List”

- 10- Bringing journalists to Coral Gables
- 9- Creating & promoting flagship events for Coral Gables
- 8- Dressing up downtown Coral Gables
- 7- Promoting an upscale brand voice for Coral Gables
- 6- Developing award winning ad campaigns promoting C. Gables
- 5- Making the downtown more accessible – valet & disabled
- 4- Lighting the downtown during the holidays
- 3- Buying advertising to promote Coral Gables
- 2- Recruiting business to come to Coral Gables
- 1- Proactively looking to the future to ensure a vibrant downtown



**MIRACLE MILE**  
Downtown Coral Gables