



City of Coral Gables
CITY COMMISSION MEETING
JULY 1, 2025

ITEM TITLE:

A Resolution of the City Commission of Coral Gables, Florida, authorizing the City Manager to execute a Temporary License Agreement between the City of Coral Gables and Pedrido Arte with regard to the retail space located at 290 Miracle Mile, Coral Gables, Florida, 33134, for a term of six (6) months (August 1, 2025-January 31, 2026).

BRIEF HISTORY:

The City of Coral Gables launched the Pop-Up Incubator Program (the “Program”) in 2019 to support small business development and activate a vacant retail space on Miracle Mile. The space at 290 Miracle Mile (the “space”) has served as the location of the Program. Most recently, the Space was occupied by Ben & Giules, Inc, which vacated the Space on March 31, 2025.

Following the vacancy, the City Manager’s Office and the Economic Development Department reopened the process for the Program on April 15, 2025. The application period remained open for one month and was promoted through City communications channels and local business networks.

A total of four (4) applications were received, of which two (2) met all submission requirements and were deemed complete. The Economic Development team coordinated a structured internal evaluation process, including four separate meetings with senior leadership to review applicant materials and gather feedback. This internal review process focused on program alignment, business concept viability, community impact, and applicant readiness. Based on consensus feedback and alignment with program goals, Pedrido Arte was selected as the top candidate.

The Pop-Up Incubator Program is designed as a strategic economic development initiative rather than a revenue-driven real estate transaction.

LEASE TERMS:

Premises: 290 Miracle Mile, 850 SF

Rent: \$2,000.00 per month + est. 3% sales tax

Security Deposit: First month’s base rent plus two months base rent as security, \$6,000.

Term: August 1, 2025- January 31, 2026

Renewal: Six (6) additional months (February 1, 2026 – July 31, 2026) at the City Manager’s discretion.

ATTACHMENT(S):

1. Draft Resolution
2. Draft Temporary License Agreement

FINANCIAL INFORMATION:

No.	Amount	Account No.	Source of Funds
1.			
Total:			
Fiscal Impact:			

BUSINES IMPACT:

Bringing Pedrido Arte to Miracle Mile increases the commercial occupancy, drives local spending and strengthens community engagement by enhancing the cultural amenities in the Downtown.