



City of Coral Gables
CITY COMMISSION MEETING
Nov. 14, 2023

ITEM TITLE:

A resolution of the City Commission authorizing the Economic Development department to sell alcoholic beverages on Miracle Mile on Thursday, Dec. 14, 2023, from 5:00 p.m. to 8:00 p.m. during the holiday sip & shop event to benefit a local non-profit, subject to Florida Department of Professional Regulation requirements.

BRIEF HISTORY:

That the Economic Development department be permitted to sell alcoholic beverages on Miracle Mile on Thursday, Dec. 14, 2023, from 5:00 p.m. to 8:00 p.m. during the holiday sip & shop event to benefit a local non-profit, subject to Florida Department of Professional Regulation requirements. The Holiday Sip & Shop on Miracle Mile will feature wine stops at participating Miracle Mile retailers with light bites along with discounts and giveaways. Wines donated by the Consulate of Uruguay through event partnership.

This event is held to promote Miracle Mile retailers and bring new customers into the Downtown for the holiday season.

ATTACHMENT(S):

1. Draft Resolution
2. Special Events Application

FINANCIAL INFORMATION:

No.	Amount	Account No.	Source of Funds
1.	\$5,000	001-6900-522-4833	Project Name: Miracle Mile Activity
Total:	\$5,000		

Fiscal Impact:

This is a budgeted bi-annual event through a FY24 approved decision package in the Economic Development department. Budgeted funds cover event materials, promotion, and other items as needed. Wines donated by the Consulate of Uruguay through event partnership.

BUSINES IMPACT:

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