

## Business Improvement District of Coral Gables Marketing Plan for Giralda Plaza Activation 2017-2018

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### PLAN OVERVIEW

The following marketing plan is for activation on Giralda Plaza from August 1, 2017 and September 30, 2018. We acknowledge that the City has invested in supporting the businesses through, parking programs, signage, city events and marketing, fee waivers and other activities. The goal is to program the plaza with marketing, events and PR to generate sales, awareness and exposure to the businesses on Giralda which have experienced extraordinary challenges over the past year due to construction.

The marketing plan has been prepared with the support of the City of Coral Gables in the form of a grant of \$125,000 and the BID will match \$25,000 for a total budget of \$150,000. The City's contribution is supplemental the BID's marketing budget and is intended to enhance, not replace the BID's existing funding.

The grant period covers approved activities and expenditures between August 1, 2017 and September 30, 2018. The City will release funds on a quarterly basis, subject to a detailed accounting of activities and expenses. Any activities not included in the approved marketing plan must be pre-approved by the City.

The BID is prepared to augment the programming in several ways including:

- Bringing back the popular Giralda Under the Stars series returning for the 8<sup>th</sup> year from November – April 2018 on the first Fridays of the month. Traditionally we spend from \$56-60k (after sponsorship revenue) producing the event. This year, the event will be elevated to complement the new streetscape by featuring well-known artists and performers.
- Ongoing events and programming throughout the year, including creating new events and promotions taking place on Giralda Plaza, the Mile and Downtown Coral Gables (NYE, Brunch event, Music Series, etc.) Our event production budget is increasing from 45k to 100k\*.
- Advertising Media dollars are spent every year \$300-400k\* on media. Next fiscal there will be a larger emphasis on reaching tourists
- Year-round Public Relations for Downtown Coral Gables. This will include traditional press releases and alternative forms of storytelling and communications.

The proposed budget and plan was discussed and approved on August 22, 2017 at the BID's Giralda Committee meeting and implementation of the plan has begun with the launch event.

- The launch event on September 15<sup>th</sup>, 2017

- The public relations component is crucial to the success of the plaza and will be used to generate exposure for the launch event and on an ongoing basis for the businesses as well as the plaza.
- This coupled with a strategic year-round media plan will create the most impact.
- New photography and video imagery are needed to accompany the PR efforts and media strategy.

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## BUDGET

Budget Breakdown	Description/Notes	Range
Public Relation Efforts	Storytelling, Press Releases, Ongoing Communications	35 - 45,000
Event Production - Celebration	Staging, Rentals, Musicians, Signage, etc.	25 - 30,000
Media - Celebration	Print, Radio, Direct Mail, Out of Home, Digital	20 - 30,000
Media - year-round awareness	Print, Direct Mail, Out of Home, Digital, TV	40 - 50,000
Production	Video, Photography for Media and PR	8 - 12,000
		<b>150,000</b>

*\*Subject to change pending BID Board Budget Approval for FYE 17-18.*