



City of Coral Gables  
CITY COMMISSION MEETING  
August 29, 2017

**ITEM TITLE:**

A Resolution authorizing the City Manager to approve and execute a one-time grant, in an amount not to exceed one hundred and twenty-five thousand dollars (“\$125,000”), to the BID’S Giralda Committee to be utilized by the BID, as the Committee’s fiscal agent, on an incremental and reimbursable basis for marketing activities pre-approved by the City.

**DEPARTMENT HEAD RECOMMENDATION:**

Approval

**BRIEF HISTORY:**

Merchants along the 100 Block of Giralda Plaza (a.k.a., “Restaurant Row”) have experienced unique challenges as a result of construction of the streetscape project, which resulted in the closure of the street for an extended period of time. In light of these challenges, the City committed to initiating or funding various marketing activities, such as continuation of Giralda Alfresco, sponsorship of Giralda Under the Stars, and a Grand Opening celebration, in an effort to attract patrons to Giralda Plaza during and immediately following construction.

As an alternative to these commitments, the City also offered to provide the BID’s Giralda Committee (“Committee”), composed of the Plaza’s merchants and property owners, with a monetary grant of up to \$125,000, if the BID were to contribute an additional \$25,000 (for a total marketing budget of \$150,000). This offer was accepted by the BID.

This item will authorize the City Manager to provide a one-time grant of up to \$125,000 (contingent on an additional BID match of \$25,000) to support Giralda Plaza marketing activities pre-approved by the City, with the BID, acting as fiscal agent on behalf of the Committee, utilizing the funds on an incremental and reimbursable basis. Please see attached materials for additional information.

**FINANCIAL INFORMATION: (If Applicable)**

No.	Amount	Source of Funds
001-6900-552-83-00	\$125,000	General Fund
<b>Total:</b>	\$125,000	<b>Approved By:</b>

**ATTACHMENT(S):**

1. **Proposed Resolution**
2. **City/BID correspondence**
3. **BID’s conceptual marketing proposal for Giralda Plaza**