

CITY OF CORAL GABLES, FLORIDA

RESOLUTION NO. 2017-

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.

WHEREAS, 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; and

WHEREAS, the City committed to initiating or funding various marketing activities in an effort to attract patrons to Giralda Plaza during and immediately following construction, or as an alternative in lieu of those commitments, to provide a grant equal to the cost of those activities (see correspondence provided herein as Exhibit A); and

WHEREAS, the Coral Gables Business Improvement District (“BID”), through its Giralda Plaza Committee (“Committee”) composed of the Plaza’s merchants and property owners, accepted the City’s alternative offer to provide a one-time monetary grant in an amount not to exceed \$125,000, contingent on an additional BID match of \$25,000, for a total marketing budget of \$150,000; and

WHEREAS, the BID has proposed a conceptual marketing plan for Giralda Plaza, provided herein as Exhibit B, which provides a general breakdown of expected activities; and

WHEREAS, Staff recommends approval of this one-time grant to supplement the BID and merchants’ Giralda Plaza marketing activities, 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.

BE IT RESOLVED BY THE COMMISSION OF THE CITY OF CORAL GABLES:

SECTION 1. That the foregoing “Whereas” clauses are here hereby ratified and confirmed as being true and correct and are hereby made a specific part of this Resolution upon the adoption hereof.

SECTION 2. That the City Commission does hereby authorize 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.

SECTION 3. That this resolution shall become effective upon the date of its passage and adoption herein.

PASSED AND ADOPTED THIS TWENTY-NINTH DAY OF AUGUST, A.D., 2017.

(Moved: / Seconded:)
(Yeas: / Nays:)
(Vote:)
(Agenda Item:)

APPROVED:

RAÚL VALDÉS-FAULI
MAYOR

ATTEST:

WALTER J. FOEMAN
CITY CLERK

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY

CRAIG E. LEEN
CITY ATTORNEY