

FREE BID SERVICES

ADVOCACY & CITY-RELATED

1. REPRESENTATION REGARDING PARKING, SAFETY & DOWNTOWN ISSUES

The BID constantly works on behalf of property owners and merchants to create an environment favorable to you in terms of parking, planning issues, police safety, and much more.

MARKETING

2. E-MAILS & DATABASES:

E-mails are sent on a weekly basis, at the discretion of the BID office, announcing major events or news in the downtown to a database of 14,000+ downtown employees, residents, and visitors interested in Coral Gables.

3. SOCIAL MEDIA:

The BID has a large social media presence that grows on a daily basis, with 11k+ fans on Facebook, over 4k+ followers on Twitter, and 21k+ followers on Instagram. BID staff manages the constant flow of information and posts merchant events, offers, sales, and giveaways/contests. Please send us your promotions ahead of time so we can get the message out to our followers.

4. PUBLIC RELATIONS:

The BID contracts PR for special events/ programs such as Coral Gables Restaurant Week, Giralda Under the Stars, Shop Coral Gables Week and more. As we receive media leads, we will approach merchants accordingly.

5. ADVERTISING & MERCHANT CO - OP ADVERTISING:

The BID creates all the generic advertising for the downtown and purchases the media time/space. We have advertised in, TV, billboards, magazines and newspapers. On a regular basis, the BID creates and/or negotiates special co-op advertising programs on billboards, cable TV, and more. These allow for significantly discounted advertising opportunities for our members.

6. SPECIAL EVENTS & PROJECTS:

Throughout the year, the BID creates events and projects to bring people to the downtown. Past events include Coral Gables Restaurant Week, Giralda Under the Stars, Wine Walk & Shop, Sidewalk Sale, Halloween on the Mile and many others.

7. BID MAP, DIRECTORY & WEBSITE:

The BID works with an outside company to produce the Coral Gables Map, which lists all of our merchants. The BID hosts a website, www.shopcoralgables.com, on which your business can have a free page with your logo, picture, business description, hours and a link to your website/ social channels.

9. KIOSK:

Take advantage of FREE kiosk advertising space in front of JohnMartin's. Merchants are guaranteed a month and availability is on a first come, first serve basis. Contact the BID office for reserving your spot and for poster specifications.

10. BID GIFT CERTIFICATES:

Participation in the BID Gift Certificate Program is FREE. When customers pay with gift certificates, you simply accept the certificates as cash and submit them to the BID office for 100% reimbursement.

11. COMING SOON SIGNS & STORE FRONT COVERING:

The BID creates Coming Soon signs for new merchants. The signs are FREE and measure 17x14" and include the business name and phone or website. The BID also designs storefront vinyl to cover vacant storefronts. The vinyl is installed by the BID from the outside and is FREE of charge.