



Dear New Business:

Welcome to Downtown Coral Gables! The Business Improvement District (BID) of Coral Gables is pleased that you have chosen the Gables for your business.

The BID is a non-profit organization that represents businesses and property owners in the Downtown District. **The BID is here as a resource and a partner ready to help your business succeed.** Our mission is to improve the downtown through marketing and promotion, and to serve as an advocate for you in matters that affect the area.

Because of your location within the BID's geographic boundaries, you are automatically a BID member. There is no additional fee or charge for our services. Your involvement in the BID is crucial to the success of our downtown and business in our community.

This package includes information beneficial to your business. Should you have any questions or comments, please call or come by our office and we will gladly address them. I look forward to working closely with you and wish you great success in your new business.

Sincerely,

A handwritten signature in black ink, appearing to read "Taciana", written in a cursive style.

Taciana Amador  
Executive Director

# **DOWNTOWN CORAL GABLES & MIRACLE MILE BUSINESS IMPROVEMENT DISTRICT OF CORAL GABLES**

## **1. What is the Business Improvement District of Coral Gables?**

The Business Improvement District (BID) is a 501(c)(6) non-profit organization representing the District's property owners and businesses in marketing and advocacy of the area. The District's boundaries are from Douglas Road to LeJeune Road (east-west) and Giralda Avenue to Andalusia Avenue (north-south). The BID is an organizing and financing mechanism used by property owners and merchants to promote and improve the district.

## **2. Who manages and operates the District?**

The BID is an autonomous non-profit organization that is operated independently of the City of Coral Gables. It has a 16 member *volunteer* Board of Directors, composed of 13 voting officers and 3 ex-officio officers. The BID office is staffed by the Executive Director, Taciana Amador, Marketing & PR Manager, Jade Lleonart and Digital Marketing Assistant, Laura Ginebra. They can be reached via email at [tamador@shopcoralgables.com](mailto:tamador@shopcoralgables.com), [jlleonart@shopcoralgables.com](mailto:jlleonart@shopcoralgables.com) and [lginebra@shopcoralgables.com](mailto:lginebra@shopcoralgables.com) or by phone at 305-569-0311.

## **3. What is the mission of the BID and what are its main goals and objectives?**

The Business Improvement District's mission statement is to promote the quality and diversity of businesses in downtown Coral Gables through advocacy and marketing, increasing awareness to domestic, national and international audiences.

## **4. How many members does the BID have?**

There are 370 businesses in the BID, approximately 260 of which are retail and restaurant establishments. There are 128 property owners in the BID.

## **5. Where can I find information to open a business in Downtown Coral Gables?**

Please visit our website [www.shopcoralgables.com](http://www.shopcoralgables.com), and click on "Start a Business." There you will also find information regarding properties that are available for rent or sale, under "Vacancy Listings," under "Just Getting Started?" Please feel free to contact our office, and we can direct you to the right place.

# 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](http://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.

# ABOUT DOWNTOWN CORAL GABLES

## QUESTION & ANSWER FACT SHEET

### 1. **Where is the Miracle Mile/Downtown Gables Shopping District?**

The Miracle Mile/Downtown Gables Shopping District is located in the heart of Coral Gables, ten minutes south of Miami International Airport, Florida, stretching from Douglas Road to Lejeune Road (east-west) and Giralda Avenue to Andalusia Avenue (north-south). In the center of the district lies the famous Miracle Mile which is a half-mile stretch of Coral Way.

### 2. **What can be found in the Miracle Mile/Downtown Gables Shopping District?**

Cast in a Mediterranean setting, Miracle Mile/Downtown Gables offers shoppers an oasis of specialty boutiques, cultural hubs and renowned restaurants accented by tree lined streets, fountains, and archways dotted with bougainvilleas. Downtown Gables is one of South Florida's most sought after shopping destinations, known for the personal attention of its shop owners and specialty stores. Shoppers will find over 180 moderate to high-end shops offering unique gift selections, including men's, women's and children's fashions, shoes, jewelry, home furnishings and bridal. From books to wine, custom specialty gifts for the home, or one-of-a-kind clothing, Downtown Coral Gables has it all.

### 3. **What types of restaurants and cafés will you find in the Miracle Mile/ Downtown Gables Shopping District?**

Coral Gables is home to world-class restaurants and has always enjoyed the reputation of being the place to indulge in exquisite dining. There are over 80 restaurants in the district offering worldly cuisine from European to Caribbean, Mexican to Asian, including five star restaurants and world-renowned steak houses. You will also find cafés and coffee houses, as well as trendy bars and pubs.

### 4. **What types of entertainment, arts and culture can one find in the Miracle Mile/Downtown Gables Shopping District?**

Downtown Coral Gables has become a cultural hub with plenty of booming institutions. Theatre lovers will delight in the productions of Miracle Mile's Actors' Playhouse. The historic Miracle Theatre, magnificently restored, is now the home of this leading regional performing arts company and a splendid center of community cultural activity.

Just one block north of Miracle Mile stands the Coral Gables Museum- a 1939 Deco and Mediterranean Revival coral stone structure completely restored within LEED Silver certification standards. The Museum opened to the public in 2011 and is a vibrant gathering place featuring exhibits, events, movie nights, wine tastings, artisan markets and more.

Across the street, the Coral Gables Art Cinema is a 144-seat theater featuring diverse programming to serve both the Gables and Greater Miami community. Featuring independent and off-Hollywood films, the Cinema hosts international films, red carpet events, children's programs, works by emerging filmmakers, film festivals and more.

### 5. **Who manages the Miracle Mile/Downtown Coral Gables Shopping District?**

The Business Improvement District (BID) is a non-profit group that represents the District's property and business owners. The BID is an organizing and financing mechanism used by property owners and merchants to promote the area. The BID is responsible for marketing and advocating on behalf of the area. For further information you may contact the BID office at 305-569-0311 or via email at [info@shopcoralgables.com](mailto:info@shopcoralgables.com).

# WWW.SHOPCORALGABLES.COM

OFFICIAL WEBSITE OF THE  
BUSINESS IMPROVEMENT DISTRICT



The BID hosts a website, [www.shopcoralgables.com](http://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. Merchants who presently have websites will also have a link to their existing site.

**Please e-mail this form, your logo, pictures and menus to [info@shopcoralgables.com](mailto:info@shopcoralgables.com) or fax it to 305-569-0362.**

Business Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Website: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Facebook.com/ \_\_\_\_\_ Twitter.com/ \_\_\_\_\_ Instagram @ \_\_\_\_\_  
Business Hours: \_\_\_\_\_

**Categories** – List up to 3 you would like to be listed under (Ex: Men’s, Furniture, Children):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Brands** – List your top 5 brands (This will allow customers to find you more easily):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Types of Products** – List your 5 more popular products/services (ex: soaps, lamps, sofas, etc.):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Business Description** - As you would like it to appear on your FREE informational page:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_