

Business Improvement District of Coral Gables

Florida Redevelopment
Annual Conference 2012



Business Improvement District of Coral Gables

South Florida Markets



Coral Gables BID

- Dual mission: marketing & advocacy
- City delivers baseline services for safety, maintenance, landscaping and parking services
- BID serves as “one voice” at City Hall representing Downtown Coral Gables, including 160 retailers, over 70 restaurants and two major hotels.



TREND SETTER

ShopCoralGables.com

SHOP

DINE

ENTERTAINMENT

STAY

WORK

ONLY
CORAL
GABLES

Welcome to Downtown Coral Gables and Miracle Mile. Designer shops, art galleries, live theatre, great restaurants, bridal bliss, and houseware heaven. It's all here. Relax, shop and dine with style, only at Miracle Mile.



NEWS

Miracle Mile Wins First Prize Photo Award in Miami Herald Contest: The popular 200 block of Miracle Mile took home the First Prize Photo award, a \$600 prize, in the South Florida's Best Block competition produced by The Miami Herald this



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CALENDAR OF EVENTS

Oct 2012						
M	T	W	T	F	S	
1	2	3	4	5	6	

Gables BID History

1997	Initial formation, millage rate of \$2.25 per \$1,000 in property value
2002	Five year sunset provision ends; re-elected for five more years
2007	Property values at all-time high; member task force recommends new formula - based on square feet, not property value

Gables BID History

2012	<p>BID assessment rates held constant</p> <p>New petition method used, instead of absentee ballots by the County</p> <p>Petition process garners 67% of the vote</p> <p>Two appeals granted during appeals period</p> <p>Final Tax Roll to be approved 10/30/12</p>
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BID Assessment per ground floor square foot

	2007-08	2008-09	2009-10	2010-11	2011-12
Miracle Mile	0.435	0.452	0.470	0.489	0.509
Off-Miracle Mile	0.348	0.362	0.376	0.391	0.407

BID Assessment: An Example

	Square Feet	Annual BID rate	Annual tax	Monthly
Miracle Mile	2,500	0.509	\$1,272	\$106
Off-Miracle Mile	2,500	0.407	\$1,017	\$85

New Petition Process

1. City Commission resolution authorizes the district and adopts preliminary rate
2. Informational campaign to members, including public meeting for property owners and business owners
3. BID serves as the petition circulator
4. BID matches property records and Florida corporate records to determine authorized signers

New Petition Process

5. BID mails out petitions
6. Petitions must be notarized (not by BID staff) and mailed back to BID
7. 50% + 1 petitions must be certified by City Clerk
8. City Commission serves as equalization board for appeals
9. Final tax roll passed by City resolution

By the Numbers

	2007	2012	2012 %
Yes	105	118	64%
No	20	1	
Not returned	57	60	33%
Rejected	7	5	3%
Total Folios	189	184	



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