

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 conducted by The Miami Herald this



LATEST POSTS BY
[@ShopCoralGables](#)



CALENDAR OF EVENTS

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



Outdoor Billboard Bird Road Co-ops



Where cool and sophisticated meet.

ONLY CORAL GABLES

MIRACLE MILE
Downtown Coral Gables

Visit Downtown Coral Gables and Miracle Mile, where you'll find more than 200 restaurants and boutiques made for those who appreciate a good vibe with good taste. Only 10 minutes south of Miami International Airport. Centralized Valet, six parking garages, over 1,700 metered parking spaces. For information call 305-569-0311 or visit www.shopcoralgables.com.

ShopCoralGables.com

Slip into chic mode.
Step out in style.

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Business Improvement District of Coral Gables

Coral Gables Restaurant Week

5th Annual
Coral Gables
RESTAURANT WEEK
June 4-17th

**Tempt your palate.
Savor something spicy.
Indulge your sweet tooth.**

Celebrate the great international chefs of Downtown Coral Gables as they showcase delectable 3-course prix fixe menus at lunch and dinner. Visit www.CoralGablesRestaurantWeek.com for a complete list of participating restaurants.



Presented by:

BACARDÍ
GO TOGETHER.
150 YEARS

KENDALL JACKSON

MIRACLE MILE
Downtown Coral Gables
305.569.0311

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5th Annual
Coral Gables
RESTAURANT WEEK

Taste
OF THE GABLES
May 31st

Taste samplings from Coral Gables Restaurant Week participants and vote for your favorite dish!

When Thursday, May 31st
From 6:30-8:30pm

Where The Westin Colonnade
180 Aragon Avenue
Coral Gables

General Admission \$25 in advance
\$35 day of event

VIP Admission \$50 in advance
\$65 day of event

To purchase tickets visit:
CoralGablesRestaurantWeek.com

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MIRACLE MILE
Downtown Coral Gables
Call us at 305.569.0311

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Retail + Food Events

You love wine. You love to shop.

Here's your chance
to do both in one great event

**WineWalk
& Shop**
on the mile

Thursday
September 1, 2011

All ticket sales
will benefit the United Way
of Miami-Dade

[BUY TICKETS](#)

\$25.00 per person. All ticket sales will benefit the United Way of Miami-Dade



Carnaval on the Mile



Halloween on the Mile



Street Banners



Holiday Lighting & Decorations



- 38 Miracle Mile median palms and 114 storefront oak trees lit
- Holiday street banners
- Toy soldiers in median



Centralized Valet Parking

- 52,600 cars annually
- 19 meters
- 6 stations
- Self-funded
- Low valet rates: \$7-8 car
- Drop off car and pick up at any station



Gables BID History

1997	Initial formation, millage rate of \$2.25 per \$1,000 in property value
2002	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	<ul style="list-style-type: none">-BID assessment rates held constant-New petition method used, instead of absentee ballots by the County-64% of property owners return petitions in support of BID
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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. Match 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. 51% of owners must return petition and be certified by City Clerk
8. City Commission serves as equalization board for appeals
9. Final tax roll passed by City resolution

2012 Petition Results

	Total	%
Voting property owners	184	
Petitions in Favor	118	64%
Petitions Against	1	
Not returned	60	33%
Rejected by Clerk	5	3%



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