



DOWNTOWN
CORAL GABLES
PARTNERSHIP

INFORMATION SESSIONS

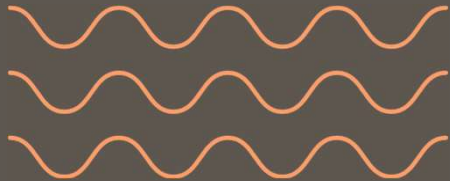
February 2026

Agenda

01	Process & Timeline Overview
02	Community Priorities
03	Options for Downtown Management
04	Activity
05	Next Steps
06	Questions



01: Process & Timeline Overview



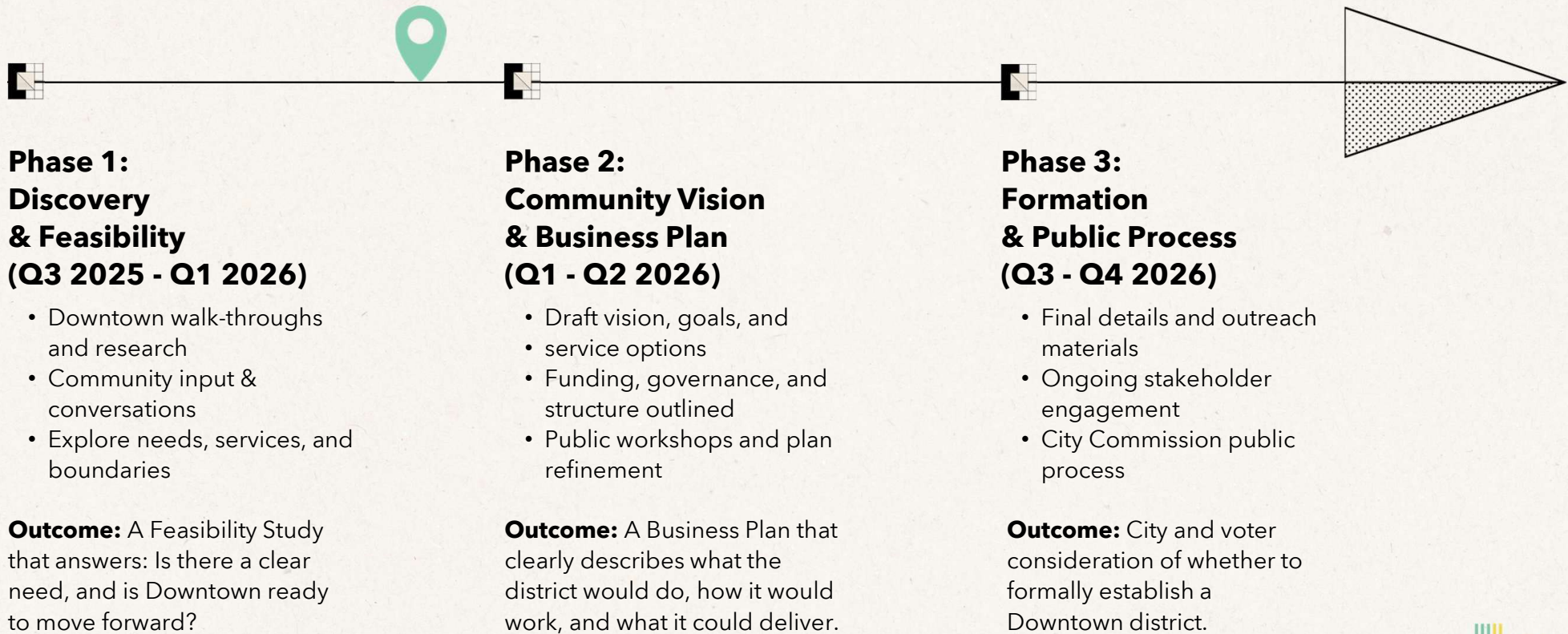


Why We're Here

- The City of Coral Gables is exploring a new special assessment district for Downtown.
- After the Downtown BID was not renewed in 2022, the City took on additional programs and services.
- These services rely on limited, time-bound City funding (extended only through FY26) and are not sustainable long term.
- There is interest in sustaining and expanding these efforts through a dedicated, assessment-based district.
- This process will determine whether a special district is the right tool and, if so, how it should be structured.



Timeline



Phase 1 Approach

01

**Understand the
area**

02

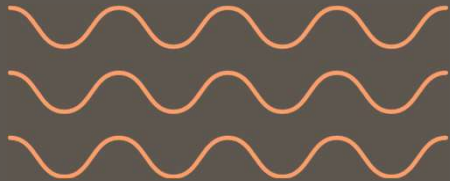
**Identify community
priorities and values**

03

**Recommend the best
option to implement
this vision**



02: Community Priorities





Outreach Summary



70+ downtown stakeholders (individual interviews and roundtables)



Mix of virtual and in-person outreach



Online survey open through end of February.
Visit: coralgables.com/downtownpartnership



What We Heard: Key Strengths



Clean, safe, beautiful environment with strong architectural character



Prestige of a Coral Gables location and strong demographics



High-performing dining scene



Engaged property owners and civic leadership



Walkability and mobility options (trolley, Freebee)



What We Heard: Key Challenges

✓ **Permitting & Red Tape:** Signage, storefront approvals, outdoor displays, and activation.

✓ **Lack of a Unified Downtown Voice:** Broad desire for coordinated leadership, advocacy, and communication.

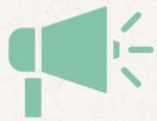
✓ **Branding & Identity Gaps:** Need for cohesive positioning to compete with nearby districts.

✓ **Retail Mix, Vacancies & Lack of Anchors:** Desire for boutique anchors, more diverse retail, and activation of empty storefronts.

✓ **Parking & Access:** Perception of lack of parking options, limited valet hours, and visitor preference for curbside parking.



Focus Areas for a Potential District



**Marketing &
Communications**



**Public Realm
Enhancements**



Business Support



**Parking & Mobility
Management**



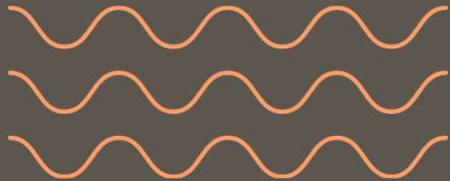
**Events &
Programming**



**Enhanced Cleaning
Services**



03: Options for Downtown Management



What is a Downtown District?

A Downtown district, or partnership, is an effort that brings the City and Downtown stakeholders together to jointly strengthen Downtown Coral Gables.

These districts are a tool cities use to deliver **enhanced** services and improvements in a **defined** downtown area.

This would be explored as a **dependent** district, meaning it would be created with the City and operate in close partnership with the City.

A Downtown District:

- Enhances – but does not replace – existing City services
- Focuses resources specifically on Downtown
- Is supported and governed by Downtown stakeholders
- Helps create a more managed, welcoming, and vibrant Downtown

Why Communities Invest in Downtown Districts

Communities pursue Downtown Districts because they offer:

- ✓ Multiple service options
- ✓ Reliable source of revenue
- ✓ Leverages other improvement resources & influence
- ✓ Costs relate to benefits - inherently fair
- ✓ Governed by those who pay - accountability
- ✓ Encourages public/private partnership management
- ✓ Requires stakeholder support
- ✓ Renewal rate 99%



Local Miami Districts

DISTRICT	METHOD	RATE	KEY SERVICES	BUDGET
Wynwood	Sq. Ft. of Building	Ground: \$0.24; Upper floors: \$0.12	Clean & Safe, Marketing, Design Review	\$1.3M
Coconut Grove	Sq. Ft. of Building	\$0.42	Capital Improvements, Streetscape, Clean & Safe, Marketing, Special Events	\$3.05M
Lincoln Road	Sq. Ft. of Lot Size	\$2.00 premium; \$0.20 secondary	Advocacy, Business Support, Public Art, Events, Marketing, Clean & Safe	\$1.6M
41st Street	Ground floor retail mix	\$0.50 (>50% retail); \$0.25 (<50%)	Marketing, Advocacy, Business Support	\$195,000



Downtown Baseline Services

Services the City provides and will continue to provide regardless of the outcome of this effort.

Economic Development	Police
Parking, Sustainability and Mobility Services	Fire
Community Recreation	Finance
Public Works	Innovation & Technology
Development Services	Historical Resources & Cultural Arts



Supplemental Services

Above-and-beyond services that are at risk of not continuing:

- Giralda Live
- Sponsorship for Music at McBride Plaza
- Trick-or-Treat on the Mile
- Taste the Gables
- Carolers in Downtown Coral Gables
- Fall Decorations
- Winter Decorations
- Tree Lights on Miracle Mile
- Miracle Mile Landscaping
- Miracle Mile/Giralda Ambassadors, Daily Cleaning, Quarterly Giralda Enhanced Cleanings

**Approximately \$1.5M in
services per year**



Preliminary Assessment Zones

A potential Downtown district would use a three-zone structure tied to level of service and benefit.

Zone 1: Miracle Mile

Zone 2: Giralda (pedestrianized block)

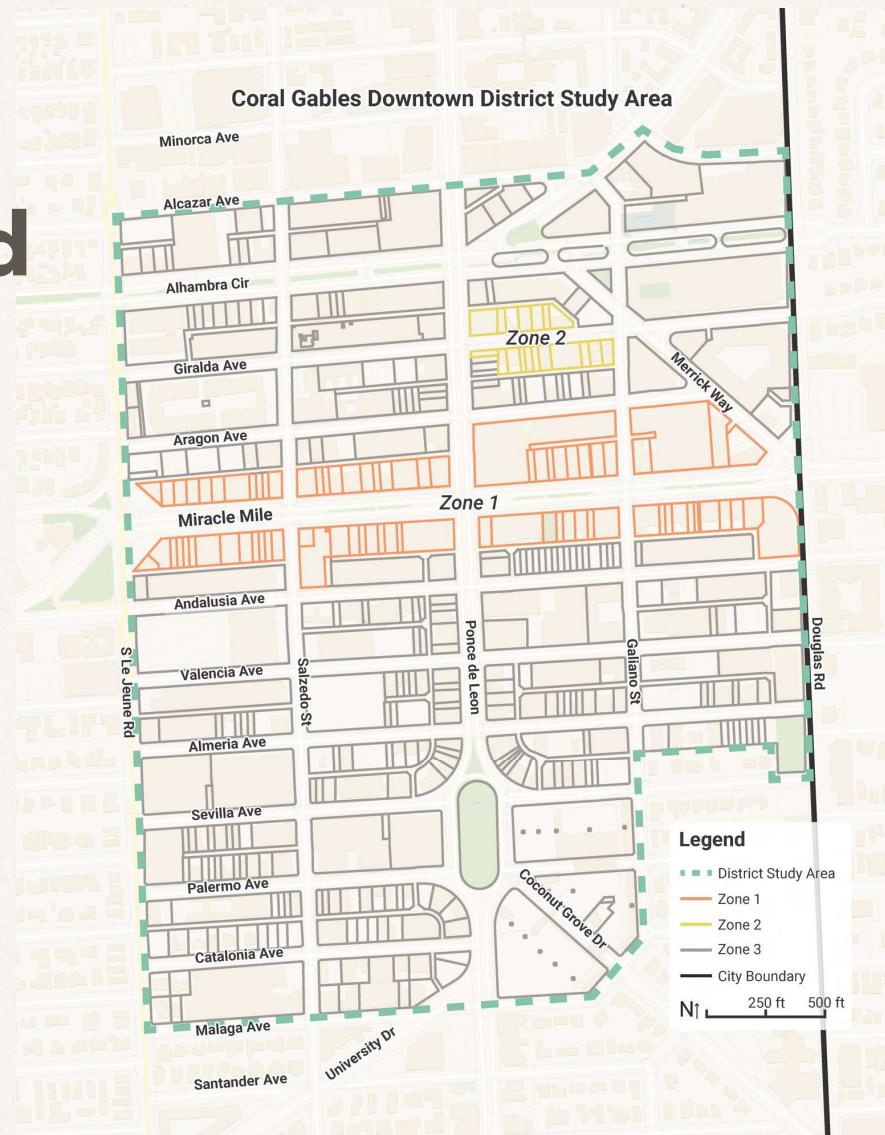
Zone 3: All other commercial properties



Preliminary Assessment Method

Using a 4:2:1 benefit factor model, the areas with the greatest activity and service needs would contribute more, while surrounding areas would contribute at lower levels.

- Assessment method tested: lot + building square footage
- Common method used in other districts nationwide
- Puts more weight on the ground floor of buildings acknowledging benefits from services



Option A: Do Nothing

No new special district is formed. Downtown continues to rely on existing City services, resources, and funding.

ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none">• No new entity is created• No additional assessments or fees• Avoid legal processes associated with district formation	<ul style="list-style-type: none">• Supplemental services in danger of going away• No dedicated champion for Downtown• Projects/programs must compete with city-wide interests in General Fund• Relies on existing city departments and services



Option B: Core Services Downtown District

A new Downtown district is created with a more targeted scope, focused on priority needs identified by the community.

Advantages:

- More moderate investment level
- Focuses resources on highest-priority needs
- Easier to launch and scale over time
- Can grow as Downtown's needs and support evolve

Disadvantages:

- Smaller team and program scope
- Fewer resources for large-scale initiatives
- Some desired services may remain unfunded

Illustrative - for discussion only

FOCUS AREA	BUDGET	ZONE	RATE
Marketing	\$260,000	Zone 1	\$0.305
Events & Programming	\$745,000	Zone 2	\$0.153
Cleaning, Maintenance, & Landscaping	\$745,000	Zone 3	\$0.076
TOTAL	\$1.75M		

Note: The City is open to leveraging or matching its existing supplemental ~\$500K Downtown maintenance spend alongside district resources to expand impact.



Option C: Full Service Downtown District

A new Downtown district is created with a broad, comprehensive scope of services and a dedicated annual budget.

Illustrative - for discussion only

Advantages:

- Secure, dedicated funding source
- Ability to significantly enhance Downtown services
- Capacity to be proactive, not just reactive
- Clear identity, leadership, and long-term strategy

Disadvantages:

- Higher overall cost and assessments
- More complex organization and startup
- Requires strong, sustained property owner and community support

FOCUS AREA	BUDGET	ZONE	RATE
Marketing	\$471,000	Zone 1	\$0.480
Events & Programming	\$982,000	Zone 2	\$0.240
Cleaning, Maintenance, & Landscaping	\$943,000	Zone 3	\$0.120
Special Projects	\$354,000		
TOTAL	\$2.75M		

Note: The City is open to leveraging or matching its existing supplemental ~\$500K Downtown maintenance spend alongside district resources to expand impact.



Comparing Options

OPTION A: DO NOTHING

No district formed
\$0 new dedicated funding

- City continues limited supplemental support as capacity allows
- No dedicated downtown management organization
- Existing events, décor, and enhanced services not guaranteed
- No stable funding source or ability to expand services

Result: Status quo with growing risk to current programs

OPTION B: CORE SERVICES DISTRICT

Stabilize today's services
~\$1.75M annually

- Protects existing cleaning, events, décor, and programming
- Consistent downtown management and service coordination
- Modest marketing and limited program growth
- Focus on reliability and maintenance of enhancements

Result: Protects what exists and creates a stable baseline

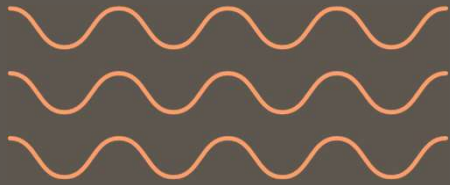
OPTION C: FULL SERVICE DISTRICT

Transformational model
~\$2.75M annually

- Enhanced daily cleaning and beautification presence
- Expanded year-round events, activations, and holiday experiences
- Strategic downtown marketing and branding
- Dedicated funding for special projects and placemaking

Result: Positions downtown as a regional destination

04: Activity

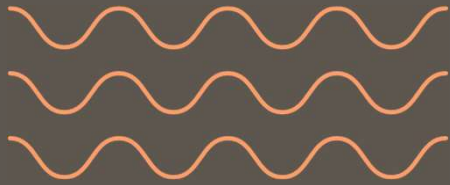


We want your input!

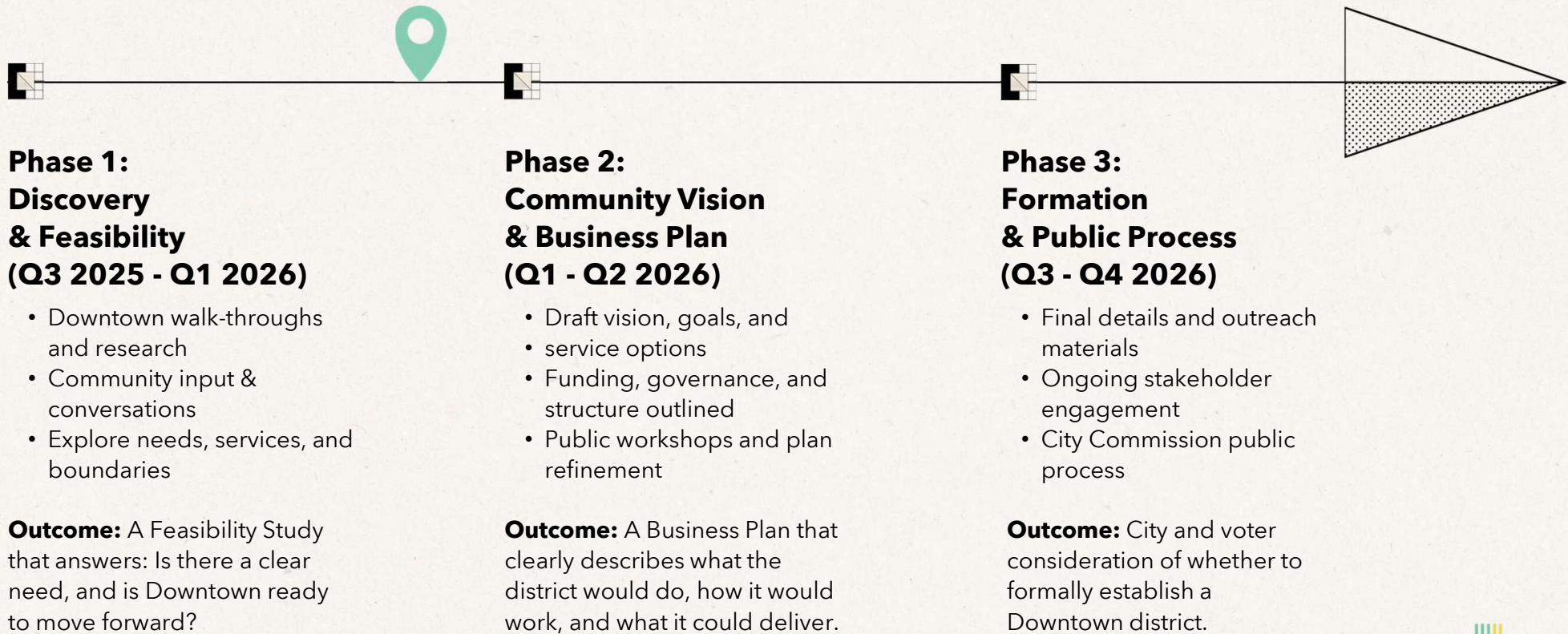
Share your initial preference among Options A, B, or C on the form provided.

Optional: Write your contact info if you want to stay informed.

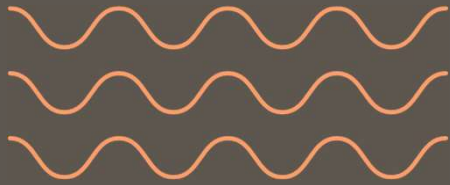
05: Next Steps



Timeline



06: Questions?



Stay Updated:
coralgables.com/downtownpartnership

Sample Property Assessments

NAME	ADDRESS	ZONE	BUILDING + LOT	TOTAL VALUE	OPTION B	OPTION C
Starbucks	286 Coral Way	1	4,500	\$2,428,125	\$1,373	\$2,158
Office Building	255 Alhambra Cir.	3	479,394	\$42,900,000	\$36,578	\$57,480
Eating House Restaurant	120 Giralda Ave.	2	7,054	\$6,073,739	\$1,076	\$1,692
Hotel Colonnade	180 Aragon Ave.	1	213,355	\$32,900,000	\$65,116	\$102,326
Scandy Candy	237 Coral Way	1	2,503	\$3,255,271	\$764	\$1,201
All City Property	Multiple	1 & 3	1,591,568	\$245,498,813	\$136,896	\$215,122

