

**CITY OF CORAL GABLES, FLORIDA
2024-2025 BUDGET**

ECONOMIC DEVELOPMENT

FISCAL YEAR 2024 MAJOR ACCOMPLISHMENTS

- ✓ Rated by residents 92% excellent/good for the overall quality of business and service establishments in the 2023 Community Survey which was released January 2024. Nearly all survey items relating to the local economy ranked higher than benchmark comparison communities.
- ✓ Held 50+ meetings with existing Coral Gables businesses which included informational and introductory meetings and ribbon cuttings.
- ✓ Met and assisted 80+ existing and incoming businesses regarding issues, concerns and questions related to their business.
- ✓ Reached more than 1.6 million people through the Department's marketing efforts. Topics included transportation options, business-friendly environment, and downtown events.
- ✓ More than 4.7 million visitors to Miracle Mile and more than 970,000 visitors to Giralda Plaza thus far this fiscal year.
- ✓ The Central Business District has received more than 3.8 million employees thus far this fiscal year, a 12.2% increase year over year.
- ✓ More than 730 business tax licenses were issued thus far this fiscal year. The Department has connected with 70% of those businesses through phone calls and emails.
- ✓ Received more than 24,000 votes from consumers and Miracle Mile guests who voted on the best holiday storefront window displays.
- ✓ Awarded the Voice of the People - Excellence in Online Outreach by the ICMA and Polco for the successful use of the survey platform to give a voice to residents and businesses through continuous program feedback surveys, community polls, etc.
- ✓ Held second Business Recycling Drive-Thru Event collecting 1,042 pounds of e-waste, 4,700 pounds of paper (123% increase), and 15 pounds of clothing.
- ✓ Coordinated the quarterly paver cleaning on Giralda Plaza with Block by Block, Parking, and Public Works.
- ✓ Supported the Consulate of Mexico in bringing the Day of the Dead to Coral Gables as part of the City's International Cultural Program. This event brought in an estimated 4,000 visitors to the downtown area.

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FISCAL YEAR 2024 MAJOR ACCOMPLISHMENTS - (Continued)

- ✓ Supported the Consulate of Colombia in bringing the Festival de Barranquilla as part of the City's International Cultural Program. Approximately 3,300 people attended the event.
- ✓ Promoted Miracle Mile being named one of Time Out's coolest Streets in the World.
- ✓ Collaborated with the Innovation and Technology Department to create an MOU and launch Gables TechTank.
- ✓ Coordinated the donation of a retired Coral Gables fire truck to Asuncion, Paraguay through the Consulate of Paraguay.
- ✓ Assisted the Mayor's office in Cartagena, Colombia, a Sister City, in bringing a delegation of eight firefighters to train with Coral Gables firefighters.
- ✓ Participated in more than 32 workshops and presentations reaching an audience of 4,900+ guests to promote Coral Gables as a business-friendly city.
- ✓ Produced the Giralda Live event series which ran from November 2023 to April 2024. This series activated Giralda Plaza on the first Friday of the month and brought over 48,000 visitors to Giralda Plaza in the six-month run.
- ✓ Collaborated with Parking & Mobility to launch a Downtown Express trolley route pilot program that connected the South Gables area to the downtown. The route which ran on Saturdays from 2 to 10 p.m. had an average ridership of 50 passengers, serving close to 2,000 riders during its run.
- ✓ Held three Downtown Community Cleanup events in collaboration with the Chamber and Keep Coral Gables Beautiful which brought over 120 volunteers who removed close to 900 pounds of litter from the downtown.
- ✓ More than 20 retail shops and six restaurants engaged during the Spring Sip & Shop event on Miracle Mile. More than \$3,000 was raised for two local non-profit organizations.
- ✓ Brought the Navy Band Southeast to perform 4 times in Coral Gables at various locations for Fleet Week.
- ✓ Completed project to restring lights on all trees on Miracle Mile.
- ✓ Produced the second annual Taste the Gables – Restaurant Month, with 54 participating restaurants throughout the city, four concerts, and additional activations. A post activation feedback survey of participating restaurants shows that 58% saw a sales revenue increase of up to 20% when compared to July 2023.

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FISCAL YEAR 2024 MAJOR ACCOMPLISHMENTS - (Continued)

- ✓ Collaborated with several departments and BLUE Missions for The Water Below Us temporary art installation on Giralda Plaza which had 5,742 individual interactions.
- ✓ Organized the installation of Fall and Christmas decorations for Miracle Mile and Giralda Plaza, aside from events such as Giralda Live (6mo activation, 48,000+ attendees); Spring Sip and Shop (20+ shops on Miracle Mile benefitted, \$3,200 donated to charity); Trick or Treat Event (9,700 attendance); and Taste the Gables- Restaurant Month (50+ restaurants participated) – all activities the Department took over from the former Business Improvement District.

