

2021-22 ANNUAL REPORT



*Sun
Music
Fun*



*Art
Food
Fashion*

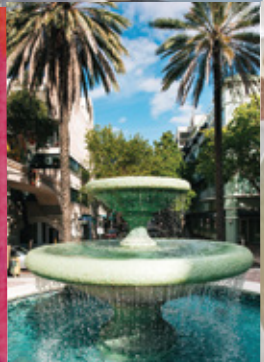




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COCONUT GROVE BUSINESS IMPROVEMENT DISTRICT'S MISSION

Re-establish Coconut Grove as a world-class commercial walking village with impeccably clean & visibly safe streets

1
Create a stronger sense of community with a compelling business mix

2
Attract high-value customers, both residents & visitors, to shop and dine in our district

3
Ensure self-sustainability without putting a burden on the city or its taxpayers

Letter from Commissioner Russell



Serving the City of Miami and the Coconut Grove Business Improvement District has been the honor of my life. In my last letter to you as chairman, I would like to thank you for the opportunity.

When I first took office, the business district was going through a highly visible economic decline. There were dozens of unrented and abandoned properties, shop windows were covered with paper, sidewalks were buckling – people couldn't even walk safely down our streets.

But throughout 2020-2021, under the leadership of our BID Board of Directors who were committed to guide our business community through the dark days of the global pandemic, we spearheaded aggressive and successful business relief and assistance programs.

Over the past year, the Coconut Grove BID focused on several new priority areas: Streetscape maintenance, attracting visitors to our creative events, and repositioning the business district through a reengineering of our marketing presence. We also set out to heighten public awareness about the new influx of businesses through enhanced digital marketing, while still highlighting the unique character of Coconut Grove.

In collaboration with the District 2 Office and the BID, we initiated and completed a major capital improvements project whereby all of the brick pavements along Main Highway were returned to their original glory – without sacrificing any of the majestic trees during this restoration process. Today we boast one of the most walkable

neighborhoods in the world, which is one of the signature characteristics of this village, and a feature that must be protected and cherished at all costs.

Simultaneously and coincidentally, there has been a great deal of renovations of properties here, which now offers an all new look and feel to the Grove. In fact, over the past two years we've seen a total of more than 55 new businesses throughout the entire District. As retailers, service businesses, and other merchants find their new home here in the Grove, we have garnered international media attention.

Though this is my farewell to you all, I will still be enjoying all the wonderful aspects and amenities of the Grove. You'll likely catch me scootering and dining in the Grove, or just walking to get an ice cream with my kids.

I REMAIN HONORED TO HAVE BEEN ABLE TO SERVE THIS COMMUNITY AND BE A PART OF THIS AMAZING RENAISSANCE.

Commissioner Ken Russell

Letter from Cynthia



GRIT, PASSION & VISION

It's hard to believe that when I started this journey, directing day-to-day operations for the Business Improvement District, we were still dealing with the unremitting uncertainties of a lingering global pandemic. People remained leery of going out into the public arena again, there was a great deal of construction still going on throughout the Grove, and at the same time many of our businesses had yet fully recovered from the sudden impact of lost revenues.

And not unlike most businesses across the nation – and the world for that matter – employees were still reluctant to head back into their offices and other front-facing jobs. In fact, it wasn't until late FY 2021-22 that we started to see office parking lots around the Grove filling up again as people were finally coming back to work. This of course translated into a healthy and much anticipated increase in foot traffic in our local restaurants and stores.

So in addition to welcoming the wave of "revenge travelers" who have been visiting the Grove, the workforce is returning, businesses are buzzing again, and the word on the street is "The Grove is back." As you might imagine, this is music to my ears – as well as to those of our small, but mighty staff! That being said, success doesn't just happen; it's a by-product of hard work, grit, and ingenuity. And I am grateful to our loyal and dedicated team.

Re-Emergence

Flash forward to FY 2021-22. With our local businesses relieved and re-energized, the BID Board put forth a comprehensive roadmap that would take us through the final phase of recovery – and ultimately into one of the brightest moments in the evolution of the Grove's commercial district. Today, I am happy to report – in just two words – "Mission Accomplished!" We not only met the goals that were set forth, but in every case we exceeded them, including:

- > Successfully conducting a Board Election and welcoming new Directors.
- > Also welcoming to the Grove community a seemingly unending line of new businesses.
- > Making a visible difference through dedicated, ongoing streetscape upkeep.
- > Focusing on ongoing maintenance, by keeping up with removal of graffiti, gum on sidewalks, stickers on signs and poles, etc.
- > Spearheading sustainability initiatives through the BID's innovative #BlueGrove program.
- > Making magical memories, one amazing special event at a time including, seasonal concerts, holiday celebrations a whole host of other special events.
- > And if you host it they will come – increased foot-traffic requires added daily maintenance now needed to keep up with our reputation as a pristine clean, safe, village.

As a result, the Grove is now better than ever.

And we're not done yet. Take for instance Fuller Street. While still a work in progress, we are in the process of beautifying what is fast becoming one of the most popular gathering points in the community. While great strides are currently being made, this destination street will continue to flourish.

A Renaissance is Upon Us

With so many cities in the world still in recovery-mode, Coconut Grove is experiencing a remarkable renaissance – and the number of people coming here continues to outpace projections. Due to the high volume of post-pandemic travel demand coupled with our beautiful and welcoming new sidewalks, this has been an opportune time to initiate a vast array of all-new special events.

These creative, monthly events have become a significant draw for all ages to experience the irresistible magic of the Grove. And best of all, this positively impacts the bottom line of our business community, as well as the incoming revenues of the Coconut Grove Business Improvement District. So we all are trending upwards together!

I am so proud to say that under my tenure as the Coconut Grove Business Improvement District's Acting Executive Director, and with the Board's direction we helped usher in this period of growth and prosperity that will be a part of the community for years to come.

Forecast: The Future is Bright!

Essentially, stating "where we are" is the same as "where we are going," because frankly everything we're doing now is setting the stage for the future of the Grove and we have to keep the momentum going.

Where We're Going in FY 2022-23

- > 2023 is a unique opportunity to celebrate the 150th Anniversary of Coconut Grove.
- > Cultural heritage tourism and monthly events dedicated to Heritage awareness.
- > Revamp the CoconutGrove.com website.
- > Continuing to attract people to the Grove through a partnership with the GMCVB.
- > Continue fitness programming (such as "Seven Days of Free Fitness" at Peacock Park).
- > Capital improvements and street improvements i.e., installation of electrical conduits and adding new furnishings on Fuller Street.
- > Continue to produce signature events and partnership opportunities.

The past few years have been experiencing the BID's "If-You-Build-It, They-Will-Come" moment. We've built a reputation for phenomenal events, engaging marketing communications, creative cross-promotional activities – and visitors from all walks of life have come! And they're still coming, with foot-traffic increasing daily, including more new businesses that are discovering the growing potential of doing business in the Grove.

And the news is getting out. We are now reaping the rewards of all our hard work in the pages of news magazines and in online reports locally and worldwide. Nothing says it better than *Conde Nast Traveler*: "These days, a resurgence in development is pulling travelers from glitzy Miami Beach to become the newest generation of Grovites. It's a little Bohemian, a little Bahamian, and a jewel by the Biscayne Bay."

While that's no surprise here for those of us fortunate enough to call Coconut Grove our home, we are now in an enviable position of being the "it" spot of South Florida. Now visitors, families, and all walks of life are filling our sidewalks, restaurants, and stores – and these people are making memories that will last a lifetime.

I AM SO PROUD TO SAY THAT UNDER MY TENURE AS THE COCONUT GROVE BUSINESS IMPROVEMENT DISTRICT'S ACTING EXECUTIVE DIRECTOR, WE HELPED USHER IN THIS EXCITING PERIOD OF GROWTH AND PROSPERITY THAT WILL BE A PART OF THE COMMUNITY FOR YEARS TO COME.

Cynthia K. Seymour



BUSINESS IMPROVEMENT DISTRICT



229 FOLIOS & 116 PROPERTY OWNERS

FISCAL YEAR 2022 BUDGET



- BID ASSESSMENTS \$649,478
- PARKING WAIVERS & SURCHARGES \$640,161
- INVESTMENT INCOME \$780,257
- FEES \$93,921



- CAPITAL PROJECTS \$206,824
- MARKETING & ADVERTISING \$528,723
- STREETSCAPE \$64,679
- SANITATION & SECURITY \$371,689
- SPECIAL EVENTS \$12,920
- GENERAL & ADMINISTRATIVE \$492,332

CHARTING THE COURSE FOR

Coconut Grove's Bright Future

Re-established in 2018, the Coconut Grove Business Improvement District (BID) is a Board of the City of Miami dedicated to protecting and enhancing the vitality of Coconut Grove's commercial core. First established in 2009 by its property owners and merchants, the BID has developed a variety of programs to keep the District clean and secure, fund marketing projects, sponsor special events, beautify the streetscapes, make capital improvements, collect and disseminate economic development research, facilitate transportation solutions, foster new business relationships, and partner with national, state, and local agencies.

The organization's mission is to promote the Grove as a world-class waterfront commercial walking village with impeccably clean and safe streets to create a stronger sense of place with a compelling retail mix so that the District will attract an increasing number of high-value customers to shop, dine and stay as guests at our hotels.

The self-funding district is led by a dynamic Board of Directors representing a cross section of Coconut Grove stakeholders, which includes elected officials, property owners, restaurateurs, merchants, tenants and ex-officio representatives.

At the Grove BID, we produce an annual report on our initiatives and activities throughout the preceding year. We take pride in providing a comprehensive report intended to be reviewed by shareholders and other interested people sharing information about the BID's performance.

The business improvement district is funded by property owners within the set geographical boundaries, dedicated to protecting and enhancing the vitality of Coconut Grove's commercial core through various initiatives and programs.





Board of Directors

ELECTION PROCESS, THANK YOU AND WELCOME

The foundation upon which the Coconut Grove BID will achieve great things in the year ahead is a strong and engaged Board of Directors. Under its direction, the BID will work to advocate for the betterment of the area. Together we will continue to strategically build upon the Coconut Grove reputation as an outstanding destination for visitors and residents alike to enjoy the better things in life.

By working together with our Board Members, who themselves are property stakeholders from the community, the BID is ensuring the future vitality of Coconut Grove, while also maintaining its essential small-town appeal within a major international city.

With that said, we are deeply grateful for the dedication and service to the Coconut Grove BID that each outgoing Member of the Board afforded. We thank each and every one of you for your time, dedication, and advocacy on behalf of Coconut Grove.

OUTGOING BOARD MEMBERS

Retail Designee: Claire Lardner, Frameworks

Hotel Representative: Stephen Keup, HHM Operations

Restaurant Designee: Eduardo "Lalo" Durazo, Peacock Garden Cafe

Property Owner Designee: Lauren Cara, Terra Group

We would also like to welcome our new Members of the Board, for FY 22-23. The selection process, launched in early 2022. The process started the first week of February 2022, as Cynthia Seymour conducted a call for applicants, followed by a thorough review of the applicants by the Nominating Committee. On April 7, they advanced for a full Board vote a slate of five excellent candidates, which was ultimately voted in by ballots sent to property owners of the 226 assessed folios located within the BID.

NEW BOARD MEMBERS FY22-23

Retail Designee: Elizabeth Solar, Books & Books

Office Representative: Donna J. DeMichael, Bayshore Grove Management, LLC

Hotel Representative: Jaime Stuyck, Mr. C Hotel

Restaurant Designee: Atchana Capellini, Atchana's Thai Kitchen

Property Owner Designee: Ellen C. Buckley, Terra Group

SUBSEQUENT TO ELECTION, THE COMMISSIONER OF DISTRICT 2 CONFIRMED THE FIVE NEW VOTING MEMBERS. WELCOME ABOARD AND WE LOOK FORWARD TO WORKING WITH YOU!

MAKING SURE OUR DISTRICT *Is a Clean & Safe Place to Walk*

“Coconut Grove is known as one of the best places in South Florida for our walkability, accessibility and cycling - mostly because it’s an incredibly beautiful community. But behind the scenes, it is due to the consistent maintenance of the infrastructure that we have in place.”

As an ongoing maintenance initiative, the Coconut Grove Operations team consistently walks the district and identifies locations that need to repair work. We collaborated with the Miami-Dade Water & Sewer Department to have dangerous covers replaced and/or repaired. We also worked with AT&T to make sure their utility covers were in good condition. This attention to detail enhances pedestrian safety along our sidewalks. Our Operations team is building positive relationships with our City of Miami Public Works, Miami-Dade County Water and Sewer Department, AT&T, Florida Power and Light and Comcast, among others to expedite necessary repairs along our streets and sidewalks.

“The road to success is always under construction”

~ LILY TOMLIN



Pedestrian crossing button has been repaired.

PEDESTRIAN SIDEWALK COVERS



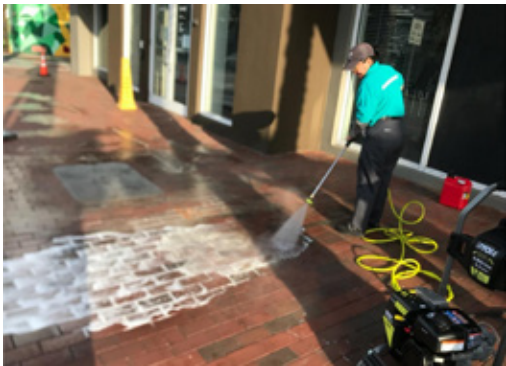
UTILITY COVERS HAVE BEEN REPLACED THROUGHOUT THE DISTRICT



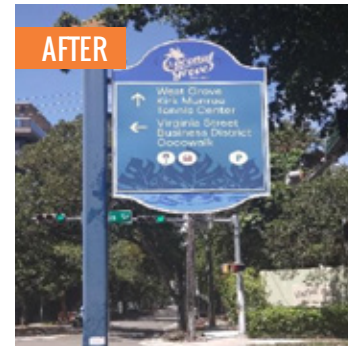
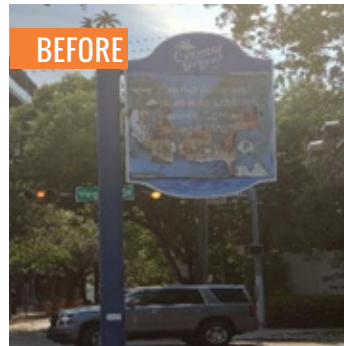
MAKING SURE OUR DISTRICT *Stays Nice, Clean & Visible*

After the completion of the restorations of the Main Highway sidewalks in 2021, the Coconut Grove BID operations team shifted the focus to brick repairs and maintenance in other areas of the district. The goal is to consistently ensure sidewalk safety while maintaining the appearance of clean bricks and an attractive appearance.

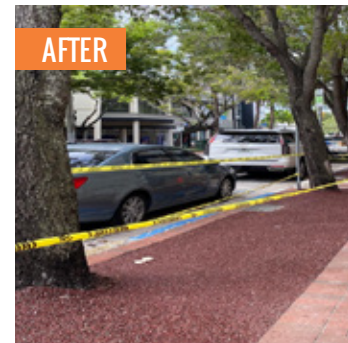
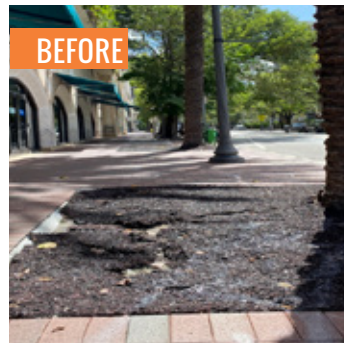
One of the challenges that we face is the removal of the demarcations that the utility and construction company surveyors are spraying on our new sidewalks. This is a constant game of “Whack A Mole” which is an unattractive and incessant visual nuisance. Our operations team endeavors to pressure wash and replace these marred sidewalk locations as they arise, and it is an ongoing maintenance effort on an annual basis. This kind of “graffiti” is an eyesore and this is one example of our team’s behind the scenes efforts to keep our sidewalks clean and beautiful.



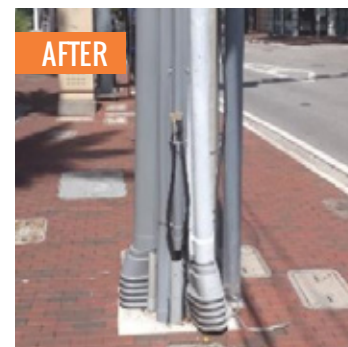
BLUE WAYFINDING SIGNS



FLEXIPAVE REPAIRS ON GRAND AVENUE



UTILITY CABLES CONCEALED



Utility cables that are uncovered are a visual eye-sore and a potential public safety hazard. Our team worked with Comcast to get these cable covers properly installed.

BY THE NUMBERS

SANITATION FAST FACTS

- > 4,673 stickers removed from right of way
- > 508 individual instances of graffiti removed
- > 4,304 street signs cleaned
- > 2,439 instances of sidewalk weed abatement
- > 10,531 gum spots removed
- > 3,561 bags of trash collected

SECURITY FAST FACTS

- > 47,309 instances of hospitality assistance
- > 2,399 miles of bicycle security coverage provided
- > 8,659 business check-ins by ambassadors
- > 1,011 safety escorts

OPERATIONS: RESTRUCTURED AND REINVIGORATED AMBASSADOR TEAM RESULTING IN THE FOLLOWING:

- > 92% increase of sticker removed from district in FY 2021-22
- > 76% increase in graffiti removal in FY 2021-22
- > 87% jump in gum-spot removal; and The biggest story is what you don't see: That is an 846% in garbage collected and removed!

In October 2021, our ambassador team was revamped focusing more on providing cleaning and hospitality services. The team received a new supervisor, Sully Silva, and under her leadership, the team morale has vastly improved. Concurrently, their activity has yielded positive results in all aspects of sanitation and public safety. As shown in our statistics, we have also focused more on providing a welcoming place for all and our hospitality numbers show the increase.



2,399
MILES
OF CYCLE SECURITY
COVERAGE PROVIDED
(11% INCREASE)

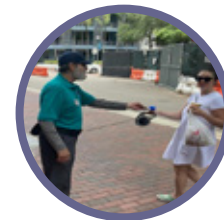


9
REQUESTS
FOR POLICE/FIRE/EMS
911 ASSISTANCE

291
MOTORIST ASSISTS

1,104
SAFETY ESCORTS

8,659
BUSINESS CHECK-INS BY
AMBASSADORS
(8% INCREASE)



1,045
PANDHANDLING
REPORTS

109,160
SUBSCRIBERS
TO E-NEWSLETTER
& SOCIAL MEDIA

47,309
HOSPITALITY
ASSISTANCE
(86% INCREASE)

CAPITAL IMPROVEMENTS & STREETScape MAINTENANCE



Increased foot traffic brings a greater need for our Sanitation Services

421 → 3,561 Trash Bags Collected (846% Increase)

While it is wonderful to see so many people coming to the Grove for our Special Events, these productions also require a great deal of post-event clean-up.



Landscape Maintenance & Weeding

1,743 → 2,439 Weed Removal (140% Increase)

Sticker & Graffiti Removal
390 → 4673 # of Stickers Removed (1,198% Increase)
37 → 4,304 Street Signage Cleaned (11,532% Increase)



Basic Infrastructure Cleaning & Maintenance

122 → 508 Graffiti Removed (316% Increase)

HOLIDAY LIGHTING & INSTALLATIONS



Tropical Christmas Tree on Commodore Plaza (Winter 2021)



Christmas Palm Lighting (Winter 2021)



Holiday Tree Lighting and Banners on Main Highway (Winter 2021)

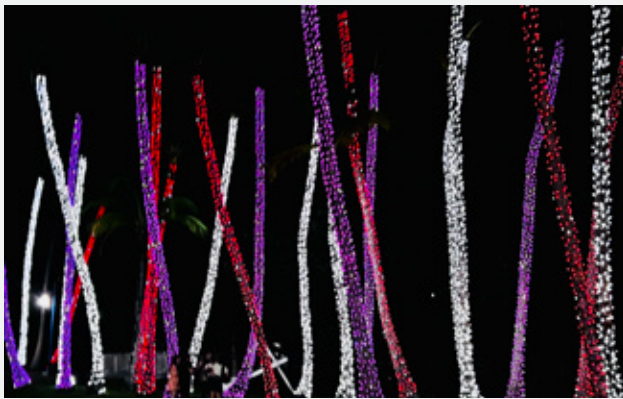
MIAMI SYMPHONY ORCHESTRA



Palm Lighting served as the Sparkling Backdrop for the Miami Symphony Orchestra Concerts



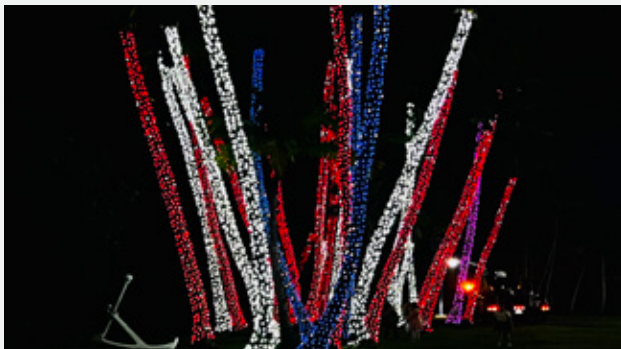
Patriotic Palm Lighting & Drone Show (4th of July 2022)



Heart of the Grove Concert Palm Lighting (Winter 2022)



Spring Green Concert Palm Lighting (Spring 2022)



Patriotic Palm Lighting (4th of July 2022)



Blue Grove Palm Lighting (Fall 2022)

SETTING THE SCENES FOR FESTIVITIES



New Trees Installed on Grand Avenue & Main Highway (Winter 2022)



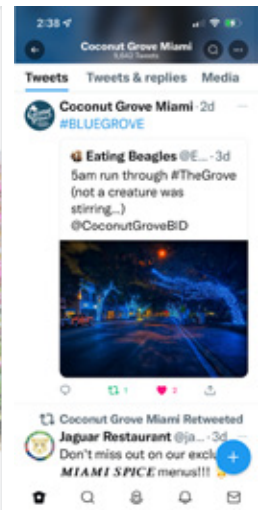
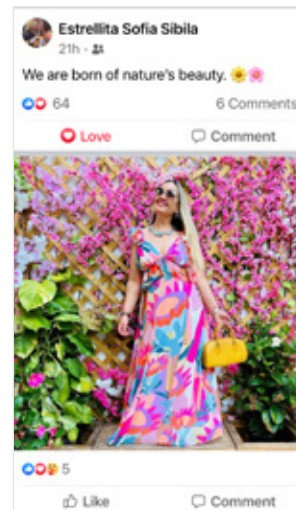
April Showers Bring Cinco de Mama May Flowers - on Fuller (Spring 2022)



Asian Lunar New Year Lighting

AS SEEN ON SOCIAL MEDIA

These theatrical installations became the “Instagrammable Moments” for 2022 that people from miles around visited and then shared on their social media. This helped get the word out about the fun things happening in the Grove.



IKE SMART CITY DIGITAL KIOSKS

In addition to the new online calendar, Coconut Grove BID saw the first two (of seven total) new IKE Digital Kiosks installed in the District. For the past year, our team has worked with IKE on the installation process and fine tuning all the detailed local business listings. This has included informing our local businesses of the importance of refreshing and regularly updating their Google Local Listings. It is crucial that they keep their profiles up to date, for tourists and other guests to the Grove, but also this data is what the IKE kiosks draw from for their business listings.

In terms of promoting our local events, IKE Kiosks have been used to promote the BID-sponsored events during the course of the year. This facilitates greater exposure of upcoming events among both commuters and pedestrians.

During the Coconut Grove Arts Festival, IKE partnered with the Coconut Grove BID to feature local Grove Artists (Lisa Remeny, Eileen Seitz and Lynn Fecteau) in a digital exhibition during the Coconut Grove Arts festival in February 2022.

In addition to highlighting our events and the cultural creativity in Coconut Grove, the BID also partnered with IKE to highlight the parking map and MPA lots across the District. A sustained effort at heightening awareness of parking locations throughout the Grove is also important. With the initial two IKE kiosks, the Coconut Grove BID generated an additional \$15,000 in revenues. A third kiosk has been installed on the corner of Tigertail and Mary, adjacent to Sadelle's, and we are forecasting increased revenues to report in the upcoming fiscal year. As soon as the remaining four kiosks are in place, the BID will realize the full revenue potential of our digital signage program. In addition, this is an opportunity for the BID to optimize the promotion of our local event sponsorships – a big win-win for all involved!





WHAT DOES blue MEAN TO YOU?

By working together as a community we can impact our coastal environment in positive and long-lasting ways

#BlueGrove is an ongoing initiative designed to celebrate Coconut Grove’s waterfront community, water quality, and eco-friendly initiatives in general that promote the elimination of single-use plastic and unnecessary waste.

In July 2021, Coconut Grove BID introduced the unique new program by lighting up the trees of Main Highway with dazzling blue lights to signify the launch of a “water-quality” awareness campaign called #BlueGrove. Culminating in September 2022 with International Coastal Cleanup Month, coinciding with the largest global beach cleanup on September 18, the BID sponsored a series of community events including a Community Bike Ride, during which we also launched our customized blue reusable water bottles and promoted family friendly, bike mobility.

As a result of the installation of the mystical blue lighting, social media posts featuring videos and photos began popping up all over the county, whereby creating heightened awareness of the #BlueGrove campaign and of Coconut Grove in general. This inspired quite a variety of conversations. Capping off the summer season was a #BlueGrove musical celebration featuring blues musicians positioned all throughout the Grove.

In July 2022, we leveraged the #BlueGrove initiative by posing a question to the public, “What does blue mean to you?” Once again, Main Highway trees were bedecked with distinctive blue lights as we significantly scaled-up the approach to this popular seasonal initiative that evolved from an awareness campaign to direct action. Our goal is to inspire businesses and consumers to make incremental changes that will have a lasting impact over time. The BID team devotes time and effort to source a curated selection of sustainable packaging materials, in addition to sponsoring a community program with Debris Free Oceans.

In partnership, Debris Free Oceans recruited and trained local high-school students to act as consultants to our local businesses. They circulated throughout the District, meeting face-to-face with business owners to present information and to propose reusable packaging alternatives – and emphasizing how their purchasing decisions can make a positive impact over time.



In summary, in addition to the innovative street-lighting along Main Highway through Sept. 30, 2022, the following is what the community received as new and “blue” during #BlueGrove 2022.

- 1 Blue eco-friendly to-go containers for use by area restaurants.
- 2 Solu-Bag plastic free and water-soluble retail bags.
- 3 Reusable porcelain cafecito cups for area restaurants and coffee shop use.
- 4 Int’l Coastal Clean-Up Day & Debris Free Oceans Block party on Fuller Street.
- 5 Reusable blue bike water bottles (Jul-Aug-Sept) to reduce use of plastic.
- 6 SoluBag water-soluble doggy waste-bag holders and bag inserts to encourage our local dog owners to keep our sidewalks clean.

blue Grove

BLUE GROVE²GO

Eco-friendly Bento Boxes made their way into 12 establishments in the Grove, as a result of partnering with restaurants to incorporate something new and exciting – and environmentally smart. “Blue Grove2Go” ushered in the use of reusable blue to-go containers that served to inspire consumers to re-think their takeout packaging, and make the change to be mindful about bringing their own reusable containers when placing a to-go order.

#BLUE GROVE BRANDED REUSABLE CAFECITO SETS

One of the greatest treasures in Miami is the ability to indulge in Cuban coffee. The only downside to this traditional indulgence is the plastic waste that ensues from the thimble-sized, plastic sharing cups. One of the ongoing threats to Dinner Key and Biscayne Bay is the number of small plastic cafecito cups that are caught in our local storm-water drains, and often make their way in the local waters. Coconut Grove is home to several cafes serving a traditional colada and we want to discourage the use of the plastic cups, while offering a beautiful solution. We sourced beautiful ceramic colada sets from a local Miami vendor to introduce to our local cafes a new way to serve this “Only in Miami” afternoon treat.

CAFES CARRYING CERAMIC SETS

Chug’s / B Bistro / Panther Coffee /
Cafe Vidita / Blonde Bistro / Grand 7



Coconut Grove branded reusable colada set at Chug’s

12 Participating Restaurants

- Atchana
- Duck n' Sum
- Farinelli
- Jaguar
- Like Mike
- LoKal
- Loretta and the Butcher
- Meraki
- Minty Z
- Strada
- The Last Carrot
- Varsol by Akashi

#BLUE GROVE REUSABLE BENTO BOXES AT DUCK N' SUM



blue Grove

RETAIL SUSTAINABILITY

SoluBag Retail & Dog Waste Bags



To promote sustainability in the Grove’s retail sector, the BID joined with Debris Free Oceans to introduce water-soluble shopping bags as an alternative to plastic. This year we partnered with SoluBag to bring awareness to the business owners regarding ways by which consumers can reduce single-use plastics and still be good stewards of our treasured waterfront – even while walking your dog. Solubag produces plastic-free products that dissolve quickly when agitated in the tides and even more quickly in higher temperature water. These bags break down to non-toxic pure carbon, and do not release toxic chemicals into our waterways.

The BID sponsored 12 retailers with SoluBag retail bags to bring awareness of alternative forms of retail bags. We wish to especially thank **Mr. C Hotel** for taking the lead in the hospitality industry sector by shifting from plastic bags to hotel-branded water soluble bags for their guests. This is a prime example of how the Coconut Grove BID and our local businesses can work together to make a positive impact on our future!





BLUE GROVE SUSTAINABILITY CONSULTING SCHOLAR IMPACT REPORT



In Fall of 2023 we engaged local youth and businesses in a holistic project to build community capacity to eliminate single-use plastic pollution, and we are excited to share about the experience and some exciting results!

STUDENT TRAINING

The program began with DFO presentations to students from Ransom Everglades & Immaculata La Salle

DAY 1: PLASTIC POLLUTION

54 STUDENTS

learned all about the sources, impacts, and solutions to plastic pollution



DAY 2: SUSTAINABLE BUSINESS

60 STUDENTS

learned all about the business case for operating more sustainably



BUSINESS VISITS

Then the students visited Grove businesses, surveying plastic use and providing sustainability recommendations

CANVASSING DAY 1



10 STUDENTS

22 BUSINESSES

CANVASSING DAY 2



20 STUDENTS

29 BUSINESSES

CANVASSING DAY 3



15 STUDENTS

30 BUSINESSES

BUSINESS IMPACT

Thanks to the work of the students, in 2023 we have prevented the use of:



30,000

PLASTIC CARRYOUT CONTAINERS



8,000

PLASTIC STRAWS



7,200

PLASTIC UTENSILS



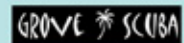
1,500

PLASTIC COFFEE LIDS

47,100

SINGLE-USE PLASTICS

And the students registered **5 new businesses for Plastic Free 305:**



“Working with local students in our community was very encouraging, seeing so many different members of the neighborhood working to help our industry become more sustainable. The recommendations, samples and insights they brought from talking with our restaurants was very valuable knowledge. Getting hands on different boxes and seeing what would work for us was extremely useful. We're looking forward to ordering and implementing changes to our take out program over the next few weeks and months to come.”

- Matt Bittorf
General Manager of Harry's Pizzeria

STUDENT IMPACT

we conducted anonymous surveys to evaluate & receive student feedback on the program

“I loved seeing the difference that I can make firsthand by just going out and talking to businesses. It was super inspiring to see how some businesses were really willing to change and wanted to learn as much as they could.”



are either **somewhat or very comfortable with public speaking** after the program up from **52%** before



are either an **expert or very knowledgeable of plastic pollution** after the program up from **23%** before



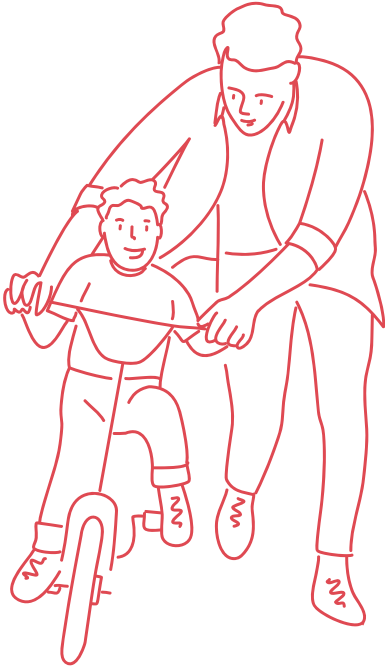
are either an **expert or very knowledgeable of sustainable business** after the program up from **8%** before



of students said they would **do more to stop plastic pollution** because of this program



of students would recommend this program to a friend



COMMUNITY BIKE RIDES *with Commander Lewis*

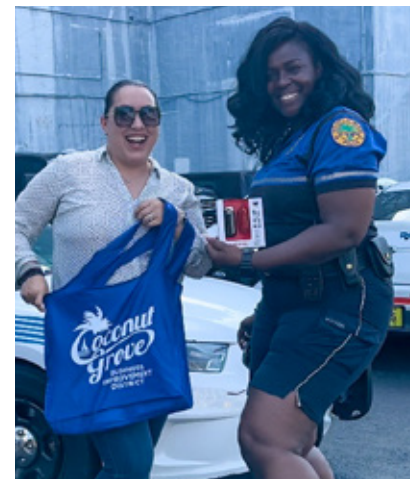
Coconut Grove is known as one of the best places in all of South Florida for bicycling – mostly because it’s an incredibly beautiful community. But behind the scenes, it’s due to the infrastructure that we have in place. Coconut Grove is known as one of the best places in all of South Florida for bicycling – mostly because it’s an incredibly beautiful community. But behind the scenes, it’s due to the infrastructure that we have in place.

Public Safety is an important priority for the Coconut Grove BID. Our quarterly-sponsored community bike rides invite the entire community to come together to partake in an enjoyable ride through Coconut Grove led by City of Miami Police, with multiple stops along the way. The BID simultaneously supports our business community through gift-card giveaways and sponsorships of School of Rock for entertainment.

In November 2021, we kicked off the holiday season with a “Friendsgiving” themed bike ride. Then, we launched 2022 with our “Get in Gear for the New Year” bike ride. This set the tone for one of our goals for the year of inspiring the Coconut Grove community to be more active and fit. In March, our marketing team incentivized the community to “Get Lucky in the Grove” with a St. Patrick’s themed ride where attendees received gift cards to shop at local Grove BID member businesses as part of our business relief program. We wrapped up the fiscal year with the most important theme of all: bike safety.

In May, as part of Bike Safety Month, we worked with **Revolution Bikes** in Coconut Grove to give all our bike riders new safety lights for the front and back of their bikes. What was surprising to learn was that few cyclists here had basic safety equipment. We want to thank our caring police officers who also reminded riders of proper cycling road rules and even helped riders with putting air in their tires.

BID BIKE RIDES ARE A GREAT HIT AND WE LOOK FORWARD TO CONTINUING THIS TRADITION THAT PROMOTES FAMILY-FRIENDLY ACTIVITIES, MOBILITY, AND SHARING THE ROAD!





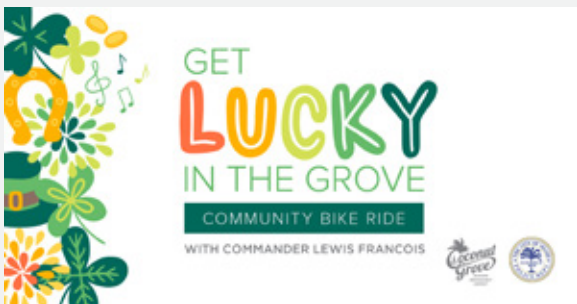
FRIENDSGIVING BIKE RIDE

As part of our quarterly community bike rides with the City of Miami police, the Coconut Grove BID organized a fun Thanksgiving-themed bike ride through Coconut Grove led by Commander Lewis. Families were invited to come out and roll through the Grove and celebrate the Thanksgiving holiday and our beautiful community we are so thankful for!



GET IN GEAR FOR THE NEW YEAR

We kicked off 2022 by "getting in gear for the new year!" This New Year-themed bike led by the City of Miami Police's Commander was the perfect way to get together to enjoy beautiful weather in the new year.



GET LUCKY IN THE GROVE BIKE RIDE

The community was invited to attend our 2nd annual St. Patrick's Day-themed bike ride through Coconut Grove led by City of Miami Police's Commander Lewis Francois. As part of our continued business relief program and our incentive to drive attendance to our ongoing events, we gave away gift cards to the attendees who "got lucky" in Coconut Grove. Our gift card program has resulted in new and returning shoppers who tend to spend more than the face value of the gift cards.



NATIONAL BIKE SAFETY MONTH BIKE RIDE

In celebration of National Bike Month, we enjoyed a bike ride through Coconut Grove led by Commander Lewis and City of Miami police. We promoted Bike Safety by giving the first 50 riders new bike safety lights from Revolution Bicycle Services in Coconut Grove.

ATTRACTING *Community*



HOWL-O-WEEN IN THE GROVE BLOCK PARTY

The fall season kicked off with a successful halloween event that drew hundreds of families for a sold out event. Pets and people strolled along Coconut Grove and trick o' treated in the Business Improvement District. The BID engaged local businesses to take part in the special event. Attendees checked in on Fuller Street to get their bag of treats and were given a map to visit participating business locations for not-so-spook jaunt while enjoying live entertainment featuring Coconut Grove's own Vanya Allen, characters of all types, tarot card readers, magicians, gift card giveaways and more. Participating businesses included tarot reading at **Celestial Treasures**, face painting station at **Coconut Village**, dog costume contest at Kush Coconut Grove, Halloween book reading at Books & Books and magicians and balloon artists throughout the district.



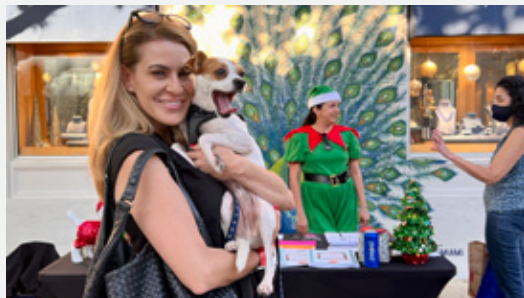
SEED FOOD & WINE FESTIVAL

The mission of the SEED Food and Wine Festival is to inspire, entertain and educate our community and the thousands of patrons who flock to the SEED Food and Wine Festival events from across the country, on the benefits of plant-based living, sustainability and wellness all while celebrating the diverse cultures, unique beauty and splendor that is Miami. In November 2021, Coconut Grove BID worked with SEED to move their annual event from Wynwood to Coconut Grove for this family-friendly event. Coconut Grove businesses like **Minty Z**, **Cafe Vidita**, **Planta Queen**, and **Kush Hospitality** were part of the exhibitors who sampled their offerings to thousands of attendees.



THE MIAMIANS BARBERSHOP QUARTET

The Barbershop Quartet is a professional group of talented musicians who have delighted the South Florida community for years! We were lucky to schedule them for several pop-up performances throughout the Coconut Grove community where they surprised people with their holiday songs. They approached sidewalk cafes, sang on various corners throughout the district and performed for hundreds who captured their talent on social media.



SHOP SMALL CRAWL

In an effort to promote shopping locally for the holidays, the Coconut Grove BID organized the Shop Small Crawl where attendees would win gift certificates from local businesses ranging from \$25 to \$500 from Santa's generous helpers and while enjoying Christmas carols in Coconut Grove. Attendees checked-in and picked up their free swag bag on Fuller Street in front of **H&H Jewels**. South Florida fashion content creator Annie "The Fashion Poet" Vasquez hosted the event and cross-promoted it on her social media channel resulting in a sold-out RSVP list for the event.

CELEBRATING *International Cultures*



ASIAN NEW YEAR

The event kicked off with a traditional high energy Lion Dance on Fuller Street which was packed to the brim with eager event goers seeking prosperity and good luck in the Year of the Tiger. It's traditional to receive Red Packets with money and in that spirit, a number of lucky guests won gift certificates to spend at Coconut Grove businesses.

Attendees were encouraged to visit the Asian restaurants of Coconut Grove which were included in the cross promotions and press release. These included: **Minty Z** (Chinese, vegan, dim sum, dumplings, indoor & outdoor dining), **Atchana's Homegrown Thai** (all your Thai favorites, indoor & outdoor dining), **Sushi Garage** (Classic Japanese, plenty indoor & outdoor dining), **Planta Queen** (plant-based with Asian flair, indoor with open windows), **Duck 'N Sum** (modern Asian fusion with Miami Flair, To Go, few outdoor tables), **Bombay Darbar** (Classic Indian, indoor & outdoor dining), **Saffron At Grove** (South Indian classics, indoor & outdoor dining), **Varsol by Akashi** (traditional Japanese, indoor and outdoor dining). We also encouraged guests to enjoy dessert at these locations: **Salt & Straw** (try Miami's own flavors!), **Chill-N Nitrogen Ice Cream** (pick what you want and watch them make it, neat!), **Morelia Gourmet Paletas** (pops made fresh daily), **Fireman Derek's Bake Shop** (famous cakes, pies, cookies), **Bianco Gelato** (organic, non GMO, Kosher, vegan & sugar-free options).

Multicultural musical acts were stationed throughout the Coconut Grove BID encouraging attendees to walk around the BID to enjoy them. Some of the performances included a Lion Dance, Taiwanese violinist, Thai Dancer, Cuban Sitar, Japanese Shinobue (flute), Japanese Shamisen (string), and more!

CREATING FUN *for the Family*



2ND ANNUAL CINCO DE MAMA

Our 2nd Annual Cinco De Mayo celebration ahead of Mother's Day in Coconut Grove has become a crowd favorite and overwhelming success. Moms were encouraged to get their friends together for a well-deserved mommy night out where they received free swag bags for all moms featuring a surprise gift card ranging from \$25 to \$500 to use at a participating Coconut Grove business as part of our retail relief program. The event received substantial social media attention and press coverage as a unique event catered for moms on Cinco De Mayo.



DAD JOKES COMEDY CRAWL & BLOCK PARTY

Who doesn't love a good Dad Joke? This year, we celebrated the dads in our lives with a troupe of Miami's finest local comedians. They roamed around the streets bringing hilarity and fun to the Father figures of the Grove. Again, we distributed branded beer cooler bags along with gift cards from our local retailers. It was an afternoon of fun and festivities and deep belly laughs.



BACK-TO-SCHOOL BACKPACK GIVEAWAY

In honor of the back-to-school season, Coconut Grove gave back to the community with a free backpack giveaway which included school supplies which were purchased at our local CVS location. The backpacks were distributed to those in need just in time for the first day of school.

MAKING MUSIC *Together*



CHRISTMAS ON COMMODORE WITH MISO

Our first concert with the **Miami Symphony Orchestra** kicked off with Christmas on Commodore for a wonderful holiday concert. Commodore was blocked off for this special event which was full to the brim with event attendees.

We worked with **Art Lovers** in Coconut Grove to design a beautiful tropical Christmas tree on Commodore that was a showstopper made with bromeliads that were sourced locally. Hundreds of families and passersby took pictures next to the original Christmas tree. The individual bromeliads were then gifted to the community once the tree was brought down in early January 2022.



HEART OF THE GROVE CONCERT WITH MISO

In celebration of our Heart of the Grove storytelling series, we enjoyed an amazing evening under the moonlit sky with the Miami Symphony Orchestra. Attendees were encouraged to order a picnic to-go from area restaurants and bring a blanket to Peacock Park. Coconut Grove BID also gave away sustainable picnic blankets to the first 300 people.



SPRING GREEN MISO CONCERT

Spring blossomed in Coconut Grove as we enjoyed a fantastic evening with the Miami Symphony Orchestra and Maestro Eduardo Marturet at the historical Peacock Park in Coconut Grove with a special guest performance by Robbie Elias, Miami's King of Pop.



4TH OF JULY CONCERT WITH MISO & DRONE LIGHT SHOW

The City of Miami and Coconut Grove Business Improvement District collaborated on an epic drone show in honor of Independence Day with a live performance by the Miami Symphony Orchestra, conducted by Eduardo Marturet. The event drew nearly 15,000 spectators to Peacock Park for an overwhelmingly successful event. Attendees received free giveaways such as Coconut Grove hats, blankets and water bottles they could refill at the park.

MARKETING: GROVITE NEWSLETTER REFRESHED & RELAUNCHED

BY THE NUMBERS

TOTAL SENDS

567,133

CURRENT YEAR AVERAGE
OPEN RATE

40%

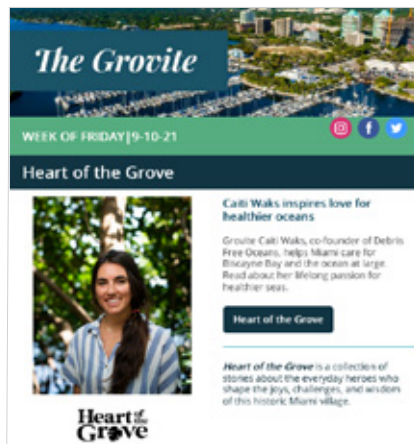
PREVIOUS YEAR AVERAGE
OPEN RATE

13%

SOCIAL MEDIA MARKETING & DIGITAL MARKETING STRATEGY

Spearheaded redirection of media and advertising including:

- > Refreshed (new cover design) Coconut Grove City Guide Map Sponsored & co-produced quarterly foodie maps in Edible South Florida
- > Significantly increased followings across all social media channels
- > Reinvigorated relationship with Miami New Times; and sponsored two events in 2022
- > Introduced and launched "Heart of the Grove" initiative, a hyper local-content marketing strategy that features engaging profile of local people "making a difference" in our neighborhood
- > Implemented a new online calendar for local events, which has become the top most visited section on our CoconutGrove.com website.



BEFORE - October 2021 - 19% open rate



AFTER - October 2022 - 40% open rate

Getting the Word Out

One of the biggest success stories of FY 2021-22 was the top-to-bottom reengineering of both our marketing and business communications newsletters, starting in early 2022 with The Grovite and then the BID Business eNewsletter in May.

Produced weekly by the BID marketing team, this digital publication gives the general public the inside scoop on community events and attractions, local merchant promotions and specials, and where to dine and shop.

Since it was relaunched in February 2022 with an all-new look, tone, and style, we have seen a 400 percent increase in audience engagement, year over year, as measured by newsletter Open Rates. Coupled with a giant bump in new subscribers, these are the key measures by which we can tell a digital publication is succeeding in its mission. Or in our case, exceeding its mission!

And the metrics continue to show engagement is consistently setting all-time records. In 2021, the BID marketing team shifted from traditional PR to a hyper-local content approach, with the Heart of the Grove blog series.

Aside from these featured articles, we were not seeing a real uptick in the open rates for the featured businesses. So we built a team of content creators to add to the featured stories with more authentic photography, content tone, and curated an editorial calendar section which highlights our local events.

In addition to the featured restaurants and retailers, The Grovite has traditionally featured, we began to post about the upcoming week's calendar of events which resulted in our new community calendar becoming the most popular section of our website.

Finally, we started to include regular videos featuring upcoming events and recaps of the previous week's fun. As extra sizzle, we randomly add promotional contests and even an April Fool's prank to keep people engaged and wondering what we will come up with next.

What was previously basic email push-marketing, has evolved into an informative and fun way to learn about all of the things happening in the Grove! We predict that this is just the beginning baseline of the full potential of developing Coconut Grove Marketing into a hyper-local media voice and are already establishing future campaigns to increase our reach across all platforms. We look forward to sharing our increasing numbers and updating successes in the upcoming months.



With the resounding success of the Grovite, the next natural step was to spin off a professionally managed Business News newsletter for the BID membership. And who better to manage that function than veteran journalist and corporate communicator Bill Kress. Since April 2022, he has proven to be a terrific addition to our marketing and communications team by providing expert newsgathering, copywriting, and email-production services. And here again, it's all in the numbers.

When gauging the success of an email campaign, the two most telling metrics are Open Rate and Click Rate. For the six-month period April through September 2022, we clocked the average Open Rate per issue of the BID Business newsletter at just under 40 percent, and an average Click Rate per Issue of 51 percent.

LOOKING AHEAD

In the year ahead, the plan is to build upon the solid foundation we set in place in FY2021-22. In fact, agreements are on the books to partner with *The New Times* and other media outlets to run digital campaigns that will further increase our subscribers/readership. In addition, we will be launching an exciting months-long **"Shop Local to Win"** initiative – all geared to enhance community awareness, drive subscribers to our communications vehicles, and of course, boost foot traffic throughout the District – which benefits all.

Your BID team looks forward to sharing the result of these upcoming initiatives and so much more in the coming year.

THE BEST IS YET TO COME.

THE GOAL WAS TO GROW INTEREST AND READER ENGAGEMENT AND BY THE END OF FY 2022, WE WERE RIGHT ON TARGET WITH THE FOLLOWING ACTION ITEMS:

- > Maintain an attractive high-quality, business-oriented bi-weekly email that effectively communicates with BID members/stakeholders.
- > Present compelling & easy-to-digest content that is responsive to member needs.
- > Provide valuable business information and resources – tools to help Grove businesses succeed.
- > Produce ad-hoc newsletters to convey breaking news; and to conduct surveys.
- > Expand and improve existing aspects of BID's business communications product, i.e., Heart of the Grove.
- > Tap into the power of LinkedIn to further enhance impressions of business success in the District.
- > And finally, build out the CoconutGrove.com website in order to steer readers to our growing repository of news profiles and other features of interest to the membership.

Connecting & Building Community

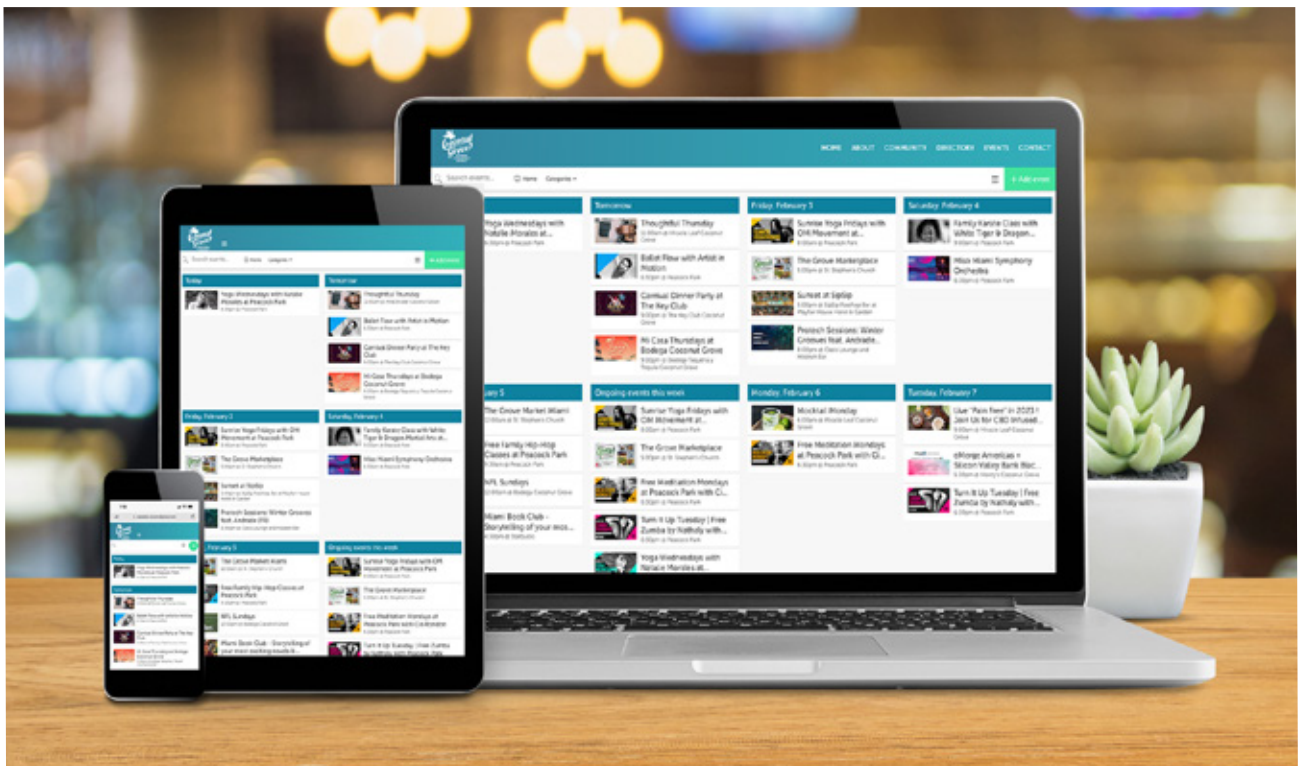
Last year, the BID spearheaded the launch of a digital community calendar on our CoconutGrove.com website in November 2021. Prior to this, there existed no central hub of information to make it easy to find out about all of the fun things happening in the Grove. Our comprehensive digital calendar has achieved status as the top visited page on our website – with an astounding 57,867 unique calendar views.

This feature-rich and responsive calendar program enables us to share digital flyers directly through social media. We invited our local businesses and organizations to register with a login allowing them to enter their own flyers and events. It’s an amazingly resourceful “one stop shop” that helps keep everyone “in the know” when it comes to happening events in the community.

This online product is reflective of our highest priority in building relationships with local businesses and organizations and responding to their business needs. By opening the window wide in this way, we not only get to promote our BID sponsored events, but we are also introducing our BID members to the opportunities to promote their events as well. (Screenshots of both the desktop and mobile versions of the Calendar)

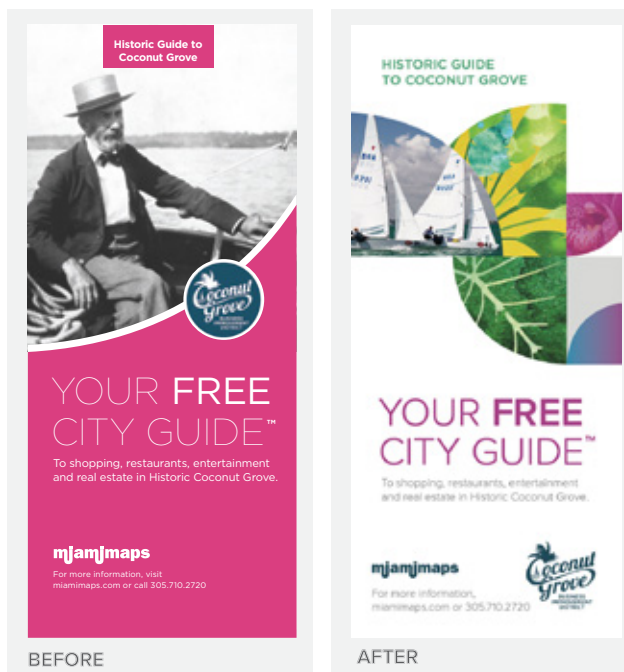
In addition to the web-based calendar, your BID team also started distributing news of local events weekly via the Grovite newsletter. As a result, we saw a sudden surge in “Click Rate” as the public discovered the ease by which they could tap into our newsletter for a quick look at local events. As expected, all this clicking translated into increased foot traffic in the District, particularly on weeknights and the weekends.

This courtesy service is just one more great way that we can work together to help get the word out about local, upcoming events, and ways for all to make memories in Coconut Grove.



Putting Coconut Grove on the Map Again

With all the exciting growth and energy and new businesses opening up around town, there's no doubt that Coconut Grove is back on the map. And there's no better way to find all restaurants, hotels, and area attractions than with a printed map in hand. In fact, there's plenty of data showing why visitors are drawn to paper maps when visiting a new city, but the most compelling reason is because, who doesn't love a map – they're tangible, smart, and easy to use!



Maps are a trustworthy source of information, because they are typically curated and made up-to-date by the people who know the area best – the people who live here. People like Marshall Steingold who has been working with the BID for more than 15 years continues to produce the Coconut Grove edition of *Your Free City Guide*. And in 2022, we featured a new cover design – reflecting our new refreshed business district!

FREE CITY GUIDE

A total of 75,000 copies of this vital marketing tool are distributed all year at hotel concierge desks from South Beach to Coral Gables and from Downtown Miami south to Dadeland – but most importantly at businesses, restaurants, and hotels right here in the Grove. In fact, concierges also love maps as they guide their guests to make good choices and have good experiences while staying with them.

EDIBLE SOUTH FLORIDA

Visitors and residents alike love the Grove because it has emerged as one the best places in South Florida to eat. Be it quick bites or a brunch, fast casual or Michelin-star cuisine, there is something here to please every palate. Recognizing the power of dynamic dining, the BID initiated a sustained campaign to consist of a series of quarterly ads in the form of custom-designed maps positioned on the inside front cover of *Edible South Florida*. Starting in Summer 2021, the BID created and placed the first in a spectrum of color-themed “Flavors of Coconut Grove” maps which achieved fast acclaim by engaging readers in print, online, and social media.

THE PROGRAM IS A TARGETED DISTRIBUTION OF MAGAZINES (15,000 QUARTERLY, 60,000 READERSHIP) AT COCONUT GROVE BUSINESSES, INCLUDING:

Hotels - Arya, Malone, Marriott Inn, Mayfair, Mr. C, Mutiny.

Restaurants - Chug's Diner, Navé, LuLu, Duck N Sum, Le Bouchon du Grove, Amal, Level 6, Peacock Alley, Glass & Vine, Bayshore Club, Sadelle's, Aida, Panther Coffee, Le Pain Quotidien, Sapore del Mare, Last Carrot, Jaguar, Minty'z.

Destinations - The Barnacle, The Kampong, International Center for Tropical Botany. Markets include Milam's Market Coconut Grove, St. Stephen's Sunday farmers market; and SEED Food and Wine Festival at Regatta Park.

Distribution - Locations in Miami, Fort Lauderdale, and the Florida Keys at key visitor destinations such as: Art Deco Welcome Center, Coral Gables retailers, South Dade Welcome Center (UF/IFAS), Robert Is Here, Fruit and Spice Park, The Citadel, Yellow Green Farmers Market, Miami Beach Botanical Garden, Dade Heritage Trust (Brickell Welcome Center), Vizcaya Village, and Aventura Mall farmers market.

Digital Content - The ediblesouthflorida.com homepage is tied to the print map, with links to all listed businesses. Relevant social media mentions are on @EdibleSoFla Instagram (30,000 followers), Twitter (23,500 followers), and Facebook (7,000 followers).

PUBLIC RELATIONS & DIGITAL MEDIA ROUNDUP

Over the past two years, there have been multiple new BID restaurants and retail store openings, which have created a lot of buzz. Coupled with an aggressive monthly schedule of community events organized and executed by the BID team, we have garnered a great deal of high-visibility news media attention. All told, we have seen a precipitous rise in the numbers of visitors and foot traffic in the District. So, there's no doubt that the secret is out: Coconut Grove is now the "it" place to be in South Florida – again! And our district's aggregate efforts have raised the Grove's profile locally and nationally, but more notably globally. Best of all, this attention generated "organically earned media," not pay-for-play.

THE FOLLOWING IS A SHORT LIST OF NEWS CLIPS THAT HAVE SHINED A POSITIVE LIGHT ON COCONUT GROVE OVER THE PAST MONTHS:



Miami's Community Newspapers [“Stop the Car: Best of Miami Neighborhoods Ranked”](#) (December 2021)

MiamiEater.com [“Friends of Eater Miami Pick 2021's Best Dining Neighborhood”](#) (December 2021)

Insider.com [“I visited Miami's oldest neighborhood and discovered a lush, one-of-a-kind oasis unlike the rest of the city”](#) (January 2022)

The Miami Herald [“Here are some of our favorite restaurants for outdoor dining during Miami 'winter'”](#) (January 2022)

Forbes [“Where to Celebrate Lunar New Year in Miami,” featuring Coconut Grove](#) (January 2022)

Miami Today [“Coconut Grove business area stresses natural environment”](#) (January 2022)

Miami New Times [“How to Celebrate Chinese Lunar New Year in Miami”](#) (February 2022)

Financial Times [“How Miami became the most important city in America”](#) (February 2022)

Time Out Miami [“10 Cinco de Mayo specials in Miami worth the Friday hangover”](#) (May 2022)

Channel 6 NBC News [“Don't Know Where to Take Dad This Father's Day? South Florida Offers Options For You”](#) (June 2022)

Miami Eater.com [“Miami's Michelin Stars Mapped”](#) (June 2022)

Miami Herald [“Guide to Finding Michelin Star Restaurants in Miami Florida”](#) (June 2022)

Channel 7 News WSVN [“4th of July Events Across South Florida”](#) (June 2022)



Channel 6 NBC Miami News [‘Let Freedom Ring’ at These Fourth of July Events Happening in South Florida](#) (July 2022)

Channel 7 News WSVN [Fourth of July celebrations across South Florida culminate with fireworks, drone shows](#) (July 2022)

Inside Hook [“5 Reasons Why Coconut Grove is Cool Again”](#) (July 2022)

Channel 4 CBS News Lisa Petrillo [“Taste of the Town” The Key Club](#) (August 2022)

Ocean Drive Magazine [“The 13 Best Restaurants In Coconut Grove”](#) (August 2022)

TheInfatuation.com [“The Best Restaurants in Coconut Grove”](#) (August 2022)

Time Out Miami [“The Best things to do in Coconut Grove for a Good Time”](#) (September 2022)

Ocean Drive Magazine [“The 13 Best Halloween Events in Miami”](#) (September 2022)

Time Out Miami [“Coconut Grove is one of the 30 coolest neighborhoods in the world”](#) (October 2022)

Miami’s Community Newspapers [“Grant Miller visits the Electrify Expo in Coconut Grove at Regatta Park”](#) (October 2022)

Time Out Worldwide [“The 51 coolest neighbourhoods in the world”](#) (October 2022)

Miami New Times [“Grovetoberfest Returns to Coconut Grove with more than 100 Beers”](#) (October 2022)

Local 10 News Lisa Petrillo [“South Florida Seafood Fest is Back at Coconut Grove”](#) (November 2022)

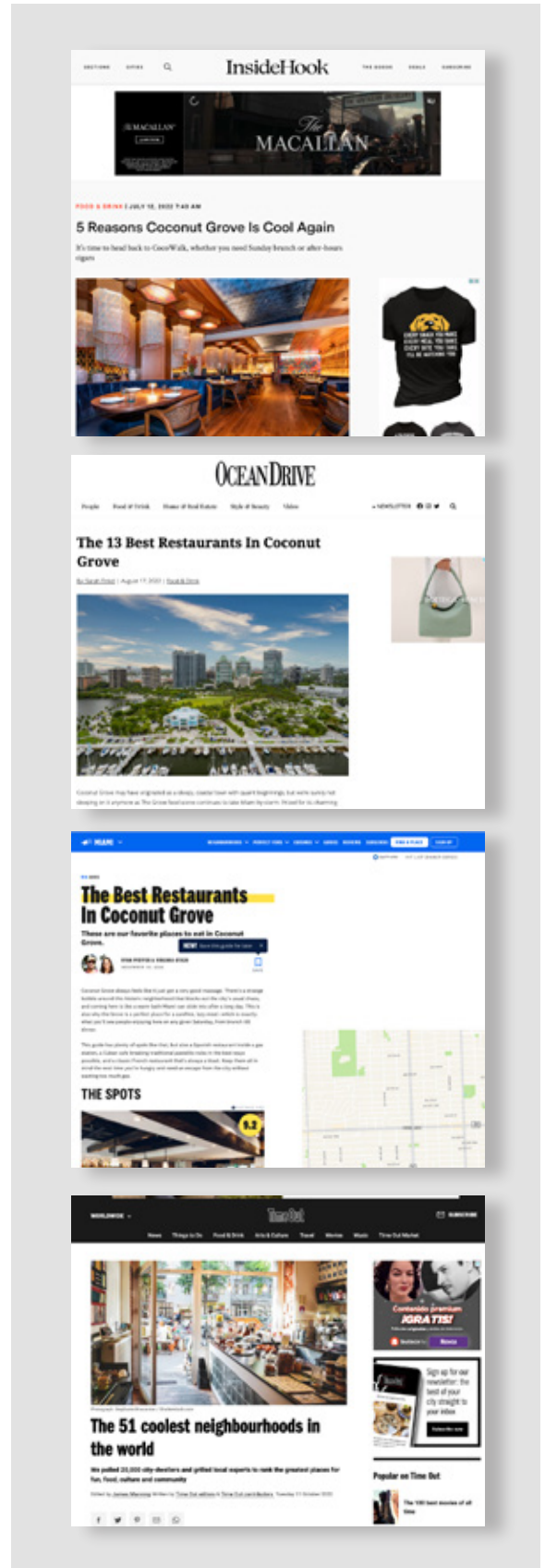
Channel 4 CBS News [“Taste of the Town: Amal”](#) (November 2022)

Toronto Star Travel [“Where to eat in Florida: From Michelin-starred restaurants to local gems, I dined my way across Miami, Tampa and Orlando”](#) (November 2022)

Miami New Times [“Miami Food Events this Weekend: Tacolandia”](#) (Nov.ember2022)

Ocean Drive Magazine [“Where To Watch The World Cup In South Florida”](#) (November 2022)

Conde Nast Traveler - [“Word of Mouth: Walk This Block”](#) (January/February 2023)



From Crisis to Recovery... to Renaissance!

COCONUT GROVE IS HOT AND THE FORECAST IS SUNNY IN 2023

What began as cyclical changes in the commercial real estate market suddenly became part of the collective story of a global health crisis during the pandemic. During this time however, several property owners initiated major renovations. Spurred primarily by CocoWalk and other projects nearby, they were able to take advantage of the “downtime” – which served to refresh the overall look and feel of Coconut Grove. But even in the height of COVID, we saw 35 new businesses open between October 2020 and September 2021. And during FY 2021-22, we saw steady growth as 20+ additional new businesses open in Coconut Grove from October 2021 through September 2022.

As new businesses open up, this brings a steady stream of media attention, which sparks even greater interest in people who are excited to experience the new restaurants and stores. What really generated headlines in 2022 was the inclusion of major cities in Florida as destinations for the inaugural Michelin Guide. Restaurants in Miami, Tampa and Orlando were awarded Michelin stars. In Coconut Grove, we are delighted and wish to congratulate two restaurants that received the prestigious culinary honor of being Michelin-star rated: Ariete and Los Felix. In addition, Chug’s Diner and Krus Kitchen were awarded the “Bib Gourmand” designation for being friendly restaurants with exceptional value. We are proud to have a collection of globally recognized and inspired restaurants and boutiques here in our midst, attracting more visitors and international attention.

Coconut Grove has become the new “it” spot in Miami and people are coming from all over the world to see what the buzz is about. This year, the Grove was named one of the Top 30 Neighborhoods in the World by Time Out magazine. In addition, Coconut Grove is being featured in Conde Nast Traveler magazine worldwide in the January/February 2023 edition – and there is much more global press coverage to come in the upcoming year. The Grove is undoubtedly HOT and we are looking forward to welcoming even more businesses that will be opening up in 2023!

We are looking forward to more grand openings and the growing number of visitors coming to Coconut Grove!

FOLLOWING ARE THE 25 NEW BUSINESSES THAT OPENED THEIR DOORS IN COCONUT GROVE DURING FY 2021-22:

- > Aida Mexican Seafood
- > Amal Lebanese Kitchen
- > BBistro Bakery in the Grove
- > Bodega Taqueria Coconut Grove
- > Botanico Gin & Cookhouse
- > Calista Cafe
- > Coco Cigars
- > Duck ‘N Sum
- > Fade Masters of Miami
- > Flips & Friends
- > GlossLab
- > GoodVets Coconut Grove
- > Grove Batu Barbershop
- > HYP Sneaker Store
- > Infinity Beyond Fitness
- > The Key Club
- > Like Mike Italian Pasta
- > Love Shack Fancy
- > Narbona Natural Food
- > Pietra Casa
- > Sadelle’s Coconut Grove
- > SkinLab
- > Sushi Garage
- > Varsol by Akashi
- > 3D Brows

WORD ON THE STREET IS EVEN MORE BUSINESSES ARE SET TO OPEN IN THE UPCOMING FISCAL YEAR:

- > AVA Mediterranean
- > Bar Taco
- > Big Island Poke
- > Bigs Women’s Clothing
- > Carrot Express
- > Collarte Interiors
- > Fuzzbee’s
- > Honey Uninhibited
- > La Louviere Chocolate Shop
- > Midorie Miami
- > New York Roma Pizza
- > Omakai Asian
- > Outdoor Voices
- > OXXO Cleaners
- > Red Farm
- > Sana Skincare
- > Sandwich Shop
- > SBE Hospitality
- > Wabi Sabi Sushi
- > And more to come...

If you think 2022 was spectacular, our team at the Coconut Grove BID has a lot more magic to pull out of our hats in 2023!

Our team aspires to bring more fun and surprises to continue to attract more people than ever to Coconut Grove. Simultaneously, we aim to proactively mitigate challenges of increased traffic, such as increased trash, by teaming up to work together with our City of Miami departments to anticipate ways we can keep Coconut Grove clean and safe on a continual basis.

THE FOLLOWING IS A “SNEAK PEEK” LIST OF PROJECTS THAT ARE CURRENTLY UNDERWAY FOR FY 2022-2023:

Cultural Heritage Tourism & Ongoing Monthly Special Events -

The theme for 2023 will be celebrating the Grove Heritage 150th Anniversary with Monthly Celebrations culminating in an exhibition Experiencing Coconut Grove through the Decades in November 2023 and the Grove Heritage Christmas Tree in December 2023.

New Office Space with a negotiated 5-year lease.

New CRM Database that cross-references property owners and businesses according to folio number for enhanced stakeholder communications and results-driven tracking.

New Responsive, Website Redesign with an updated Business Directory, Business Services, Interactive Parking Map, Local Events Calendar and inspiring, up to date content.

Refreshed Monthly Business Newsletter featuring results of the previous month and calendar updates for the month ahead

“Flavors of the Grove” - A bespoke book of foodie-inspired walking maps for the Hotel Concierge desks and local businesses.

Enhanced cross-promotional partnerships with Miami New Times and the Greater Miami Convention and Visitors Bureau.

Refreshed “Discover Coconut Grove: Miami’s Original Neighborhood” Walking Map 2023

#GroveFit - 7 days of Free Fitness Programming in Peacock Park

CAPITAL IMPROVEMENTS & STREETScape IMPROVEMENTS INCLUDE:

Electrical Conduits project throughout the district in the Tree Wells - currently in process

New Furnishings on Fuller Street - currently in process

Restoration of the Tree Wells on Commodore Plaza

More trash cans to manage the added waste due to increased foot-traffic and visitors throughout the Grove

Additional IKE Digital Kiosk Installations





Vision

FOR THE COCONUT GROVE BID FOR THE NEXT 10 YEARS

Community character distinguishes one place from another and makes a community desirable. As the Grove is currently experiencing a renaissance, with a wave of public and private investment, it is more important now than ever that the BID continue to provide the level of service that property owners, businesses, residents, and visitors have not only come to love but now also expect. The Coconut Grove Business Improvement District intends to continue to keep the commercial streets of the District cleaner, safer, and more inviting with over \$1.5 million in services provided annually.

The Coconut Grove Business Improvement District recently completed a ten year master plan with unprecedented public input and support. The Plan will serve as a comprehensive roadmap and a clear, coordinated plan for growing and improving Coconut Grove's central business district while staying true to the unique character and history of the neighborhood. Led by local urban design studio PlusUrbia and the Miami office of the architecture and planning firm Perkins+Will, the Plan was developed based on several meetings, a public visioning workshop, and interviews with area residents, business owners, civic organizations, and other key stakeholders, as well as more than 400 survey responses. In addition to defining six (6) focus areas—identity & character, open space, mobility, land use & form, community, and resiliency—the plan incorporates the goals of the Coconut Grove Village Council, Grove 2030, and other previous plans into a singular effort.

Containing specific short, medium, and long-term actions to guide growth in the Grove in a positive way, the Master Implementation Plan is intentionally flexible and can be modified to keep pace with changing conditions, needs, and desires. Each action falls under the jurisdiction of one or more governmental agencies or civic groups and may also require broader interagency coordination and support.

Supporting our local businesses is always a top priority and will become increasingly important as the Grove becomes more competitive. We're looking to rev up our street-level services with things like 'smart' trash cans that make sanitation pick up more efficient and greener, while working with our local utility companies to bury electrical lines, which is one of the best ways to prevent outages caused by hurricanes and other severe weather.

COCONUT GROVE BID

Budgetary Comparison Schedule

Year ended September 30, 2022

REVENUES	Original & Final Budgeted Amounts	Actual Amounts	Variance with Final Budget - Positive (Negative)
Parking waiver & surcharge fees	\$679,186	-	\$679,186
Assessments	\$617,185	\$62,130	\$679,815
Special event fees	\$0	-	\$0
Other revenues	\$85,644	-	\$85,644
Investment income	(\$1,123,387)	-	(\$1,123,387)
TOTAL REVENUES	\$259,128	\$62,130	\$321,258



EXPENDITURES	Original & Final Budgeted Amounts	Actual Amounts	Variance with Final Budget - Positive (Negative)
General Government and Operations	\$1,211,914	\$16,947	\$1,228,861
Marketing and Special Events	\$403,978	-	\$403,978
TOTAL EXPENDITURES	\$1,615,892	\$16,947	\$1,632,839
DEFICIENCY OF REVENUES UNDER EXPENDITURES	(\$1,356,764)	\$45,183	(\$1,311,581)



APPROPRIATED FUND BALANCE	(\$1,356,764)
Net change in fund balance	\$486,650
FUND BALANCE - BEGINNING OF YEAR	\$7,000,933
FUND BALANCE - END OF YEAR	\$5,644,169





COCONUT GROVE BID 2021-2022

Board of Directors

Ken Russell - Commissioner District 2 - Chairman

Alejandra Argudin - Miami Parking Authority

Lauren Carra - Terra Development

Michael Comras - The Comras Co. of Florida

Donna DeMichael - Bayshore Grove Management

Lalo Durazo - Jaguar Hospitality Group

Steven Keup - Residence Inn, Marriott

Olaf Kohrsmeyer - Whalou Properties

Claire Lardner - Owner, Frameworks

Monty Trainer - Coconut Grove Arts Festival

Coconut Grove BID Staff & Team

Cynthia K. Seymour - Acting Executive Director

Olav Smit - Director of Operations & Business Outreach

JennyLee Molina - Director of Marketing, PR & Special Events

Venusmia Fernandez-Lovely - Office Manager & Accounts Payable

Tashareaya Richards - Calendar Manager & Administrative

Sully Silva - Supervisor of Public Safety & Sanitation Team

Bill Kress - Business Communications & Storytelling

Kristell Valentina Hurtado Aristeguieta - Digital Marketing
& Email Newsletter

Tabitha Rodriguez - Video Production

Holly Clark - Graphic Design & Branding



CONTACT US

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Improvement District.*