

Miami's Original Neighborhood

SINCE
1873



2022-23 SEMI-ANNUAL REPORT



Letter from Cynthia



“IF MY MIND CAN CONCEIVE IT, AND MY HEART CAN BELIEVE IT, THEN I CAN ACHIEVE IT.”

Those words of wisdom from "The Greatest," Muhammad Ali, was likely a reference to which round he believed he would knock out his opponent, but it certainly could apply to a business community, too.

Conceive, believe, and achieve... Was that the power behind the punch that sparked Coconut Grove to realize its greatest economic turnaround in recent history? Well, this business community and your representatives on the BID Board of Directors certainly believed it – and now we are living it.

PROOF IS IN THE FOOT TRAFFIC

In fact, the last few months serve as a testament to how far Coconut Grove has come. With every public event that we've conceived of, we've successfully drawn out tens of thousands of visitors, young and old – and many of whom have never even been to the Grove, or wrote us off years ago.

Be it Joy to the World over the holidays, Grove Heritage celebrating our 150th Anniversary, or the expansion the Miami Symphony Orchestra series at Peacock Park, collaborations with local businesses and community partners partners are only adding to our swelling notoriety – and the resultant foot traffic into our local restaurants, shops, and hotels proves it.

Fun Fact: Our analysis shows that the height of foot traffic in Coconut Grove is from 4 to 10 p.m. If you're

a business that wants more revenues, we encourage you to have open hours at that time – especially on weekends.

So, it's clear to see that word is getting out – and your BID team is making sure of that, too. The Grovite newsletter is seeing all-time highs in digital traffic and our recently refreshed website, home to the ever expanding Events calendar, has never experienced so many hits.

NEW BUSINESSES FEEL IT

This resurgence of positive energy and growth, and the new synergies that come with it are also serving to attract multiple upstart businesses, including Infinity Beyond Fitness, which just hosted its grand opening Thursday evening (pictured above). I could go easily go on here – because this, too, is a hugely exciting part of the Grove's overall fitness and emergence as one of the World's Coolest Neighborhoods and as Conde Nast recently reported, "Everyone loves Coconut Grove."

IN MY HEART, AND IN THE NUMBERS, I KNOW WE ARE ONLY GETTING BETTER AND BRIGHTER – AND WE CANNOT BE "THE GREATEST" WITHOUT YOU, OUR BID MEMBERS.

A handwritten signature in black ink that reads "C Seymour". The signature is written in a cursive style and is underlined with a horizontal line.

Cynthia K. Seymour
Executive Director



Board of Directors

ELECTION PROCESS, THANK YOU AND WELCOME

The foundation upon which the Coconut Grove BID will achieve great things in the upcoming years is a strong and engaged Board of Directors. Under their direction, the BID will work to advocate for the continued 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

Office Representative: Donna J. DeMichael, Bayshore Grove Management, LLC
Property Owner Designee: Ellen C. Buckley, Terra Group

We would also like to welcome our 2 new Members of the Board, for FY 22-23. The selection process, launched in early 2023. The process started mid February 2023, as Cynthia Seymour conducted a call for applicants, followed by a thorough review of the applicants by the Nominating Committee. On March 15th, they advanced for a full Board vote a slate of two 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 - SPRING 2022-23

Office Representative: Jeffrey C. Pankey, Figment Design
Property Owner Designee: Ivan Rapin-Smith, Watsco Ventures

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

Spring Cleaning: It's Good & Good for You!

“From power washing Peacock Park AstroTurf and deep cleaning garbage receptacles all across the District, to filling potholes and painting fire hydrants, the BID Operations Team knows that attention to detail is essential in enhancing pedestrian safety – and smiles – along our sidewalks. Helping to make people feel good about their time spent in the Grove with family and friends is good for business. Period.”

Being comfortable, happy, and healthy is what we want for ourselves and our families. But did you know that people experience a decrease in feelings of depression by about 40 percent in areas where either greening, cleaning, or trash-removal projects are in place. Maybe that's why those of us who live, work, and play in the Grove's Business Improvement District smile so much. Most of us understand that litter and a dirty environment have implications on the local economy, but it may surprise you to realize the impact cleanliness can have on wellbeing. In fact, research shows that a dirty environment can have a detrimental effect on our level of happiness, safety and security, and overall quality of life. There are also clear links between environmental issues such as litter, vandalism, and graffiti with distress and depression.

As an ongoing maintenance initiative, the Coconut Grove Operations team consistently and meticulously walks the district to identify locations needing repair work, cleaning, and general tidying up. After all, attention to detail is essential in enhancing pedestrian safety (and smiles) along our sidewalks -- and foot traffic into our many businesses. It also makes people feel good about their time spent shopping, dining, and socializing in the Grove with family and friends.

The BID Operations team knows well the importance of collaboration in making our District shine. Such was the case last year when working with the Miami-Dade County Water & Sewer Department (WASDA) to have dangerous covers replaced and/or repaired. That's just one example of many. We also worked with AT&T to make sure their utility covers were in good condition. Such efforts start by building positive relationships with the City of Miami Public Works, AT&T, FPL, and Comcast, among others to facilitate and expedite necessary repairs along our streets and sidewalks.

SPRING CLEANING HAS SPRUNG

In recent weeks we've started to step up our game in the name of a good ole "Spring Cleaning" initiative throughout the District. Let's take a look at some projects being managed by the BID's Operations Team, headed up by Ops Manager Olav Smit:

Power Washing Peacock Park AstroTurf: While the AstroTurf here at Peacock Park is slated to be replaced at some point in the future, for now, a thorough power washing will quickly address any stinky and unhealthy conditions that presently exist there (doggie excrement, etc.), where fitness classes and yoga in the park take place.

Power Washing Garbage Receptacles: 23 existing garbage receptacles are being pressure cleaned, sanitized, and are get a dose of deodorant (for as long as it lasts). This initial month-of-March cleaning – the first of three cleanings to take place annually – will took a little longer to complete as the District's trash barrels have not been attended to since prior to COVID – and needed desperate attention!

Power Washing/Repainting Fire Hydrants: The BID is set to share the love with our Fire Department by identifying District-wide fire plugs that need attention. They will be brightened up with a pressure cleaning and repainted in an eye-catching chrome yellow to make them visible.





FIRE HYDRANTS



GRAFFITI REMOVAL



GARBAGE CANS



PEACOCK PARK YOGA FIELD





NOT-SO-SPOOKY HALLOWEEN

On Sunday, October 30th, the Coconut Grove Business Improvement District (BID) hosted a fun-filled event, inviting pets and people to trick o' treat within Coconut Grove's Business Improvement District. As part of the festivities, participants took part in a fun scavenger hunt called #GroveHunt, which featured prizes, fun, and treats at every clue, which encouraged attendees to go in search of the #animalsofthegrove, highlighting the animal inspired art and murals in Coconut Grove.

Attendees checked in on Fuller Street and received a limited edition free Animals of the Grove coloring book featuring local art, while supplies lasted. The event also included live entertainment, characters of all types, candy giveaways, magicians, and local business gift card giveaways which supported the businesses financially and incentivized attendees to visit. There was also a family-friendly costume contest, where attendees showed off their Halloween attire. The event featured a lineup of exciting activities, including live music by Coconut Grove's own **Vanya Allen**, a fun Monster-Mash DJ set by **Coco's Playhouse**, and storytime at **Books & Books**. Live music by **School of Rock Coconut Grove** was also featured at **The Barnacle**. Several businesses in the area participated in the event by providing treats for kids including **Allie & Chica**, **Bianco Gelato**, **B Bistro**, **Bluemercury**, **Books & Books**, **Botanico**, **Celestial Treasures**, **Cinepolis**, **Duck N' Sum**, **El Taquito**, **Fireman Derek's**, **Gas Bijoux**, **Glosslab**, **Juicense**, **Last Carrot**, **Mayfair Grill**, **Morelia**, **Ochie**, **Palm Produce**, **Salt N Straw**, **Sirene**, **Sushi Garage**, **Warby Parker**, and **3D Brows**

Businesses like **Botanico Gin & Cookhouse** took part in the Halloween fun and offered their Candy Corn Sbagliato cocktail with spooky-bloody half-rim and candy corn garnish all weekend, along with candy for kids. In addition, visitors could visit the Haunted Theater at **Cinepolis** on Friday, Saturday, and Sunday.

Overall, the #GroveHunt event was a fun-filled Halloween event for the entire family, with a range of activities, entertainment, and treats. The event provided an excellent opportunity for attendees to explore Coconut Grove and its local businesses while celebrating the Halloween season.

MEET & GREET WITH COMMANDER KERR

The Coconut Grove Business Improvement District (BID) hosted a community meeting with Commander Kerr of City of Miami Police, in partnership with the City of Miami. The meeting took place at Chug's, and aimed to introduce the new Commander to the business community in Coconut Grove. The goal was to work together to make Coconut Grove a safer place for all.

Business owners, management, staff, and residents were all encouraged to attend the meeting, which began at 10 a.m. Attendees enjoyed coffee and light bites from Chug's while they met Commander Williams and several local police officers.

The event was an excellent opportunity for members of the Coconut Grove community to connect with law enforcement and discuss ways to improve safety in the area.



HISTORYMIAMI WALKING TOUR WITH DR PAUL GEORGE

Coconut Grove celebrated its 150th anniversary with a sold-out walking tour in collaboration with HistoryMiami Museum. The event offered an opportunity to explore the history of the Grove with the museum's Coordinator of Education Programs and Community Engagement, Ingrid E. Argueta, and Resident Historian, Dr. Paul S. George. Attendees heard accounts of some of the Grove's early settlers, including E. W. F. Stirrup and Mariah Brown, the Beasley, Frow, and Pent families, and Dr. Horace Porter, whose opening of a post office gave the area its name. The event included a visit to The Barnacle, Commodore Ralph Munroe's home built during the Era of the Bay, and attendees learned how Bahamian settlers influenced the development of the Grove with their knowledge of tropical plants and native building materials. All participants received a limited-edition Coconut Grove hat as a souvenir.

[VIEW ON WEBSITE](#)



GET LUCKY IN THE GROVE COMMUNITY BIKE RIDE

Coconut Grove BID hosted a St. Patrick's Day-themed bike ride through the Grove led by City of Miami Police's Commander Kerr. Riders met at the Coconut Grove Playhouse Parking lot and enjoyed the Spring weather as they rode through the Grove. All riders had the chance to win a surprise gift card to come shop in #CoconutGrove. Participants were reminded to bring their bike helmets for safety.



CINCO DE MAMA

Coconut Grove was in full bloom as we celebrated moms at our 3rd annual "Cinco de Mama"

At our spectacular event "Cinco de Mama," we lavished attendees with a splendid array of delightful surprises, including vibrant flowers from the Blonde Tulip, swag bags, gift cards ranging from \$25 to \$500 from more than 15 businesses, live entertainment (DJ), and an enchanting and interactive photo booth. It was an extraordinary occasion dedicated to celebrating the extraordinary moms on their exceptional day.

The participants signed up on Eventbrite and checked-in for a free swag bag featuring a surprise gift card ranging from \$25 to \$500* to use at a participating Coconut Grove business!



EMPLOYMENT OPPORTUNITIES & JOB SKILLS FAIR

Coconut Grove businesses were seeking to fill a variety of job opportunities, ranging from entry-level to experienced positions. To learn more about these opportunities, a job fair was held in collaboration with the City of Miami and Miami Dade College Gibson Center.

Local businesses provided information on available positions and received resumes from potential candidates. Job seekers had the opportunity to network with representatives from a wide range of industries and apply for positions on the spot. The job fair was a great opportunity for job seekers to explore their options and connect with local businesses.

The Coconut Grove Business Improvement District hopes that these job fairs will not only benefit the local economy but also provide employment opportunities for those in need during the holiday season.



JOY TO THE WORLD CAROLING CRAWL & TREE LIGHTING

Coconut Grove BID hosted a cross-cultural event, "Joy to the World," to honor its annual tree lighting ceremony on Fuller Street. The event featured live music, folkloric dancers, ornament-making, photos with Santa, and more. Friendly elves guided attendees to the next performance all across the central business district, offering surprises that attendees didn't want to miss out on. The event featured an ornament-making station on Fuller Street, followed by the Coconut Grove Carol Crawl, where attendees toured Coconut Grove and enjoyed live performances. The event culminated in the tree lighting.



COCONUT GROVE 150TH ANNIVERSARY BIRTHDAY PARTY

Coconut Grove celebrated its 150th anniversary in 2023 with the Grove Heritage event series, dedicated to honoring the neighborhood's rich history. Throughout 2023, Miami's original neighborhood took attendees back in time with various experiential, interactive family-friendly events, including historical tours, a photo walk, a treasure hunt, and more.

The celebration of Coconut Grove's role as Miami's legacy village kicked off with Postcards to the Future, which honored January 6, 1873, when Dr. Horace Porter applied and was granted a post office for Coconut Grove. Attendees wrote postcards to themselves from Coconut Grove that were mailed to them later in the year as a reminder of their intentions for 2023.



KING MANGO STRUT IN COCONUT GROVE

After a hiatus of two years, the King Mango Strut made a triumphant return to the streets of Coconut Grove. The parade featured a float from the Coconut Grove BID, which celebrated its 150th anniversary with historic reenactors and a large cake display. The return of the iconic parade was a much-anticipated event for the community, bringing together locals and visitors alike for a fun-filled afternoon of satire and humor.



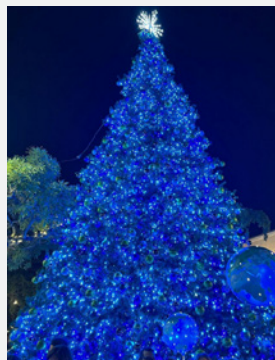
Joy to the World

A GLOBAL CELEBRATION

The Coconut Grove annual tree lighting event on Fuller Street was a cross-cultural celebration that celebrated “Joy to the World” with an earth-inspired Christmas tree. The event featured live music, folkloric dancers, ornament-making, photos with Santa, and more! Attendees were able to follow friendly elves to the various cultural performances, which were located all across the central business district. The event was filled with surprises that attendees did not want to miss out on!

The festivities began with an ornament-making station on Fuller Street which families enjoyed with the assistance of Sant’s Helpers. Following that, attendees were able to participate in the Coconut Grove Carol Crawl, which took them on a tour of Coconut Grove where they enjoyed live performances from various countries including a Chinese violinist, Thai dancers, a Mexican mariachi, Bahamian junkanoo, and more. In an effort to make the event more inclusive, there was also a Kwanzaa and Hanukkah performance. The event culminated with the tree lighting ceremony taking place, marking the highlight of the event.

Overall, the Coconut Grove annual tree lighting event was a fun-filled cultural celebration of the holiday season that brought the community together to enjoy music, dance, crafts, and more. Attendees of all ages were able to experience the magic of the season and create lasting memories with family and friends.



Coconut Grove Kicked Off 150th Anniversary with Grove Heritage Events



In January 2023, the Village of Coconut Grove celebrated its 150th anniversary, marking a significant milestone in Miami's history. To commemorate this occasion, the Grove Heritage event series was launched to celebrate Coconut Grove's cultural heritage. The event series kicked off with a "birthday party" on Friday, January 6, 2023, and will be a recurring theme throughout 2023.

As Miami's original neighborhood predating the city of Miami by nearly 25 years, Coconut Grove has a unique history that is deeply intertwined with early African-American and Bahamian culture. The Grove Heritage event series is dedicated to honoring this rich history and highlighting its significance in the development of the city.

The celebration of Coconut Grove's role as Miami's legacy village kicked off with Postcards to the Future in honor of January 6, 1873, when Dr. Horace Porter applied and was granted a post office for Coconut Grove. Event attendees wrote themselves postcards from Coconut Grove that were mailed to them in April 2023 as a reminder of their intentions for 2023. Postcards to the Future was a fitting tribute to Dr. Horace Porter, who played a pivotal role in the development of Coconut Grove and its enduring legacy. The festivities also included historical reenactors paying tribute to their contributions.

Throughout the year, the event series offered experiential, interactive family-friendly events, including a fun birthday party and a historical walking tour in partnership with History Miami. Attendees explored the history of the Grove with museum coordinators and resident historians, including Dr. Paul S. George, a respected historian and educator. Dr. George led the tour, sharing his knowledge and insights into the early settlers, including E.W.F. Stirrup and Mariah Brown, the Beasley, Frow, and Pent families, and Dr. Horace Porter, whose opening of a post office gave the area its name. Attendees also visited The Barnacle, Commodore Ralph Munroe's home built during the Era of the Bay, and learned how Bahamian settlers influenced the development of the Grove with their knowledge of tropical plants and native building materials.

The Coconut Grove BID adopted the Grove Heritage logo as the official logo for 2023, which highlights its 150 years of history. The logo and imagery of Coconut Grove's pioneers were used in several ad campaigns and promotions throughout the year to highlight the history of Coconut Grove including ads in the Miami Heat Yearbook, Dade Heritage Trust collateral and Miami New Times Best Of Miami issue.

Overall, the Grove Heritage event series was a significant success in honoring the rich history and cultural heritage of Coconut Grove, Miami's original neighborhood. The partnership with HistoryMiami Museum, led by Dr. Paul S. George, and the adoption of the Grove Heritage logo by the Coconut Grove BID demonstrate our commitment to celebrating the community's history and cultural significance.

Discover
Coconut Grove
MIAMI'S ORIGINAL NEIGHBORHOOD

SINCE 1873

Your free city guide to shopping, restaurants, hotels, entertainment, and real estate in Historic Coconut Grove.

mjamjmaps

For more information, visit miamimaps.com or call 305.710.2720

Grove HERITAGE
CELEBRATING COCONUT GROVE'S 150th ANNIVERSARY

Miami Maps: Coconut Grove Heritage Design 2023

Collaborating with the Greater Miami Convention and Visitors Bureau (GMCVB) to promote Coconut Grove as a destination is a goal of the Coconut Grove BID. Destination marketing is crucial for attracting tourists and increasing economic activity in the area. By positioning Coconut Grove as a top-of-mind destination for those visiting Miami, the Coconut Grove BID can help drive tourism and encourage visitors to explore the area and patronize local businesses. This kind of collaboration also allows for greater reach and exposure through various marketing channels, such as social media, print and digital advertisements, and events. Overall, destination marketing is an important tool for promoting economic growth and creating a positive image for the community.

As one of our first collaborations with the GMCVB, Grove Heritage Networking Crawl was a great way to engage GMCVB members and the event was a complete success. Attendees were delighted with the “crawl” which kicked off at the iconic Mayfair House Hotel & Gardens, followed by a visit to The Key Club, Chug’s, The Barnacle and wrapped up at Mr. C. Participants who completed the crawl won gift certificates from local businesses and were given a Coconut Grove promotional item at each location along the fun jaunt through Coconut Grove.



Family Friendly

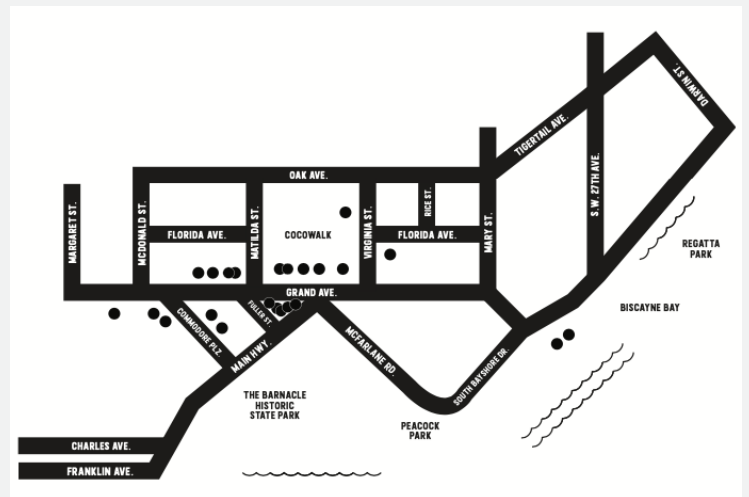
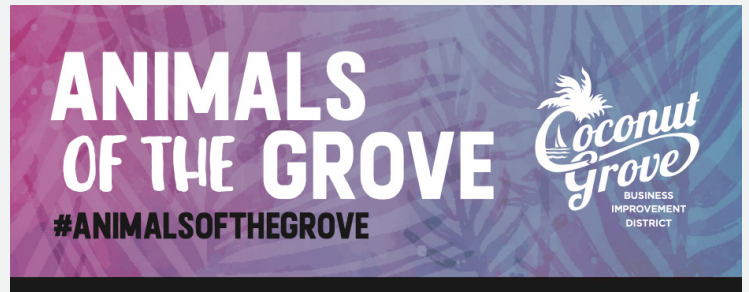
ANIMALS OF THE GROVE COLORING BOOK

Coconut Grove is home to many unique and fascinating animals, and the Coconut Grove BID wanted to celebrate this by creating an interactive coloring book featuring various animal-inspired artwork and murals found throughout the neighborhood.

The coloring book was distributed to local businesses to give away to their customers, and it included a scavenger hunt with fun clues to encourage more people to explore the area and discover the artwork for themselves.

PARTICIPATING BUSINESSES

- Barracuda Taphouse & Grill
- CocoWalk
- DogTown
- H&H Jewels
- Jaguar Restaurant
- The Last Carrot
- Silly Monkeys



PROFITING FROM LESSONS LEARNED AT *Coconut Grove Kid's Marketplace*

More than 100 local children in 50 different businesses joined forces – and had fun – at the first edition of the Coconut Grove Kid's Marketplace, hosted by the Coconut Grove BID. The event also drew hundreds more parents, siblings, friends, and neighbors into the District. This is what a successful community event is all about!

Imagine what could happen when the power and energy of 100 entrepreneurs in 50 different businesses converge at once. Imagine if they were kids! That's just what happened at the first edition of the Coconut Grove Kid's Marketplace, hosted by the BID, April 1.

More than 100 local children in and around the area joined to benefit from this unique hands-on experience at Peacock Park, bringing along their parents, siblings, friends, and neighbors into the Grove Business District.

Participants created their product or service, developed their brand, promoted their businesses, and interacted with customers. They also had the opportunity to donate five percent of their profits to a local non-profit organization "**Coconut Grove Crisis Food Pantry**" – learning that it's important to give back to the community at any age.

With a backdrop of jamming tunes provided by **The School of Rock** – and perfect skies – the energy of participants, sponsors, judges, guests, and the entire Coconut Grove community combined to make this event a true success. See more on the BID's Instagram and YouTube.

Recognized the following businesses were Commissioner of South Miami Steve Calle, The BID's own Venusmia Lovely, Carrollton Intermediate School Head Brittney Hernandez, La Piazza Founder and Head of School Jessica Pinto, and Monica Fortgang of the Gulliver Prep Science Faculty:

- + **Most Creative Stand: Candy Luck (Interactive game)**
- + **Most Original Idea: Pick's by Matteo (Recycle guitar picks)**
- + **Best Sales Team or Individual: The Peanut Gallery (Jewelry)**
- + **Most Environmentally Friendly Business: Green Tent (Bug spray, olive oil, jam made and packed out of organic products)**

WE THANK YOU FOR MAKING THE COCONUT GROVE KID'S MARKETPLACE 2023 A REALITY – AND IN DOING SO HIGHLIGHT THE POSITIVE IMPACT YOUR BRAND HAD IN ASSOCIATION WITH A FAMILY EVENT THAT PROMOTES LEARNING IN A REAL LIFE SETTING, COMMUNITY INTEGRATION, CONFIDENCE DEVELOPMENT, AND HAVING FUN.





GROVE FIT LAUNCH - FREE DAILY FITNESS IN COCONUT GROVE

In October, Coconut Grove BID launched a new campaign titled Grove Fit, offering free wellness classes at Peacock Park daily from Monday to Sunday. The campaign was launched as a response to the cancellation of the weekly yoga sessions due to the pandemic. The campaign includes a series of free fitness classes, including meditation, ballet, yoga, run club, ballet flow, karate, and hip-hop, aimed at promoting physical health and fitness among community members.

The positive programming at the park has also led to a reduction in negative activities, including a significant reduction in homeless numbers from 18-20 homeless people living in encampments in the park to virtually zero. This has made the park a safer and more enjoyable space for the community to come together and engage in positive activities.

As part of the GroveFit Launch, Coconut Grove BID hosted a fun Friday Fitness happy hour event all month of October with Infinity CocoWalk and Bodega Taqueria. The event was well-received and provided an opportunity for community members to engage in fitness activities while having fun.

Overall, the Grove Fit campaign and the fitness classes offered have been a great success in promoting physical health and wellness in the community while also creating a safer and more positive environment at Peacock Park.



K-POP CLASSES IN COCONUT GROVE

On November 19th and December 3rd, 2022, Coconut Grove BID hosted a fun and free K-POP Random Dance class at Peacock Park. The event was led by Kalell Lovely and was open to all ages who were interested in learning the popular K-POP dance moves or just wanted to dance in a high-energy environment.

Participants were encouraged to bring their own bottle of water and good energy. The event took place from 3 to 5 p.m. and was a great opportunity for anyone who loves K-POP or dancing to come together and have some fun.



THANKSGIVING MORNING YOGA WITH NATALIE MORALES AT PEACOCK PARK

On Thanksgiving Day, Coconut Grove BID hosted a special yoga class at Peacock Park led by Open Door Yoga's Natalie Morales. Natalie is a well-known yoga instructor and wellness advocate in the Coconut Grove community. The class was free and open to all ages and fitness levels, and attendees were encouraged to bring their own yoga mats and refillable water bottles.

The Thanksgiving Day yoga class was part of Coconut Grove BID's Grove Fit launch campaign. The Thanksgiving Day yoga class was a great opportunity for the Coconut Grove community to come together and celebrate the holiday in a healthy and positive way.

GROVE FIT

FREE COMMUNITY WELLNESS CLASSES

PROMOTING THE HEALTH & WELLNESS OF COCONUT GROVE

The Coconut Grove Business Improvement District has implemented a comprehensive and well-planned strategy to promote fitness and wellness in the community while also increasing foot traffic and parking revenues. The free daily fitness classes offered at Peacock Park are a great way to encourage people of all ages to engage in physical activity and adopt healthy habits. By partnering with instructors who already have a following, the Coconut Grove BID leveraged their networks to promote the classes and attract more participants.

Coconut Grove BID also partnered with local businesses such as Infinity CocoWalk and Bodega Taqueria to offer incentives for attendees such as free tacos after class. This not only provides a fun post-workout treat but also encourages people to explore the area and patronize local businesses. Similarly, partnering with Juicense to offer free wellness shots after Wednesday Yoga and protein shakes after Coconut Grove Run Club was a smart way to bring traffic to their location and promote healthy eating habits. Our goal is always to increase business for our BID members.

Cross-promotion through various channels, such as our weekly newsletter, IKE digital kiosk display, social media, and flyer distribution, helps to reach a wider audience and keep people informed about the #GroveFit campaign. Overall, it seems like the Coconut Grove BID has done an excellent job of promoting fitness and wellness in the community while also stimulating economic activity.

Coconut Grove BID also partnered with Shake-A-Leg Foundation and The Woody Foundation to promote adaptive chair yoga classes. By offering this type of class, we are catering to a wider audience and making fitness and wellness more accessible to people with mobility issues or disabilities. This is a great example of how businesses and organizations can work together to promote inclusivity and support diverse community needs while also supporting our core mission of bringing more people to Coconut Grove. We also engaged several local businesses to lead the classes including Infinity Cocowalk, Open Door Yoga, OM Movement and The Workout Spot.

Our goal is to offer a diverse range of classes offered throughout the week, catering to different interests and fitness levels. The inclusion of family-friendly classes is also a smart way to encourage parents and children to engage in physical activity together. It's always encouraging to see initiatives that promote health and wellness for everyone.

3,553

TICKETS #GROVEFIT REGISTRATIONS

2,493

TOTAL ATTENDEES SINCE OCT 2022

40

AVERAGE CLASS ATTENDANCE

MON



MEDITATION MONDAYS

Led by Cin Rondon

TUE



ZUMBA TUESDAYS

Led by Nathaly Castellon

WED



YOGA WEDNESDAYS

including Adaptive Chair Yoga for Seniors & Wheel-Chair Users

Led by Natalie Morales of Open Door Yoga

WED



RUN CLUB WEDNESDAYS

Led by The Workout Spot & SDLN Creative

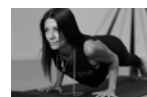
THU



BALLET FLOW THURSDAYS

Led by Artist in Motion

FRI



SUNRISE YOGA FRIDAYS

Led by Anny Norato of OM Movement

SAT



FAMILY KARATE SATURDAYS

Led by Sensei Carol of White Tiger & Dragon

SUN



FAMILY HIP HOP SUNDAYS

Led by Dancing with Gigi



Overstreet Banners: A Revenue Success Story

The relaunch of the overstreet banner program by Coconut Grove BID in 2022 was very successful, resulting in a 100% increase in revenues in this category and generating \$12,000 in just 6 months. This is a significant achievement and indicates that the program was well-received by the community and businesses in the area.

Overstreet banners are an effective way to promote local businesses and events, and it's encouraging to see that this program has been able to generate such a positive impact in a short period of time. It's important for Coconut Grove BID to continuously evaluate and improve their programs to support the growth of the local economy, and it seems that Coconut Grove BID has done just that with this relaunch.

By promoting events happening in the area, the BID can help increase foot traffic to local businesses, which can lead to increased revenue and positive economic impact. Additionally, promoting events at popular locations such as Regatta and Peacock Park can help attract visitors from outside the area, which can benefit our Coconut Grove BID members as well.

Overall, community outreach and proactive event promotion are important strategies for the Coconut Grove BID to support the growth of our local economy.

TOP PARTICIPANTS

- Electrify Expo - (Oct)
- Grovetoberfest (Oct)
- The Great Chanukah Street Fair (Dec)
- King Mango Strut (Dec/Jan)
- Seed Food and Wine Festival (Jan)
- Coconut Grove Art Festival (Feb)
- Kid's Marketplace (Mar)
- Etchell's Regatta (Apr)
- Hearts of Rose (Apr)

EVERYBODY WINS IN COCONUT GROVE WITH FIRST EVER

#ShopCoconutGrove2Win

In the spring of 2023, the BID launched the #ShopCoconutGrove2Win sweepstakes, a new marketing promotion designed to encourage shoppers, visitors, and residents to support businesses all across the District by submitting their receipts for a chance to win big. And with 50 percent of BID business participating, it was a resounding success that resulted in a reported economic impact of \$61,681.

This was the first time the BID engaged in a program of this type, specifically to motivate customers to shop local, spend more, and try out new businesses. By the end of the contest, 84 percent of the participants reported that they did in fact try out a new business located here in the BID. Each participant had to spend a minimum of \$15 at their favorite businesses and upload their receipts every week.

This then triggers a \$1,000 draw every week, with \$500 going to the winner and \$500 going to the business. If they entered the draw in three or more separate weeks, they had a chance to win the Grand Prize of \$1,500.

Over the life of the program, March 6 to April 17, the biggest take-away was that 197 participants said this contest will have a “lasting impact on their shopping behavior” because:

It increased their awareness of the importance of supporting local businesses” (48%) It inspired them to think about where they could get something locally first” (39%) They got to know business owners better because of the contest (6%)

Winners expressed their gratitude for the opportunity to support local businesses while also having a chance to win money. Many of them commented on how much they loved shopping at Coconut Grove and how they were happy to support the community. Some even shared that they would continue to shop at these businesses even after the sweepstakes had ended because they had found some new favorites.



As the Grove's NE Quadrant Takes 'FORM,' it's Getting the Attention it Deserves



If you haven't heard, there's a buzz of activity in the northeast quadrant of our Business Improvement District. It's a quaint commercial area that's been slowly taking form here, tucked behind Mayfair in The Grove. In fact, over the past 12 to 18 months, as many as a dozen new businesses have staked claim here just behind Mayfair in the Grove along Florida, Oak, Rice, and Mary Streets – the FORM! And it's getting a lot of attention!

Droves of customers are discovering this hidden jewel of a neighborhood, some seeking amazing cocktails and cuisine, others a bright new smile or a good vet. But no matter what is drawing in thousands of visitors weekly, this upsurge in foot traffic is great news for all members of the BID, not the least of which those located in the FORM.

But with that additional foot traffic comes the need for supportive infrastructure. And here's where the story gets trashy – in a good way of course. Because one sure sign of a growing commercial district is increased need for more trash barrels.

This is where the BID Operations team steps in, headed up by Olav Smit. He notes that of the eight spanky new trash receptacles procured since March for placement throughout the entire BID, three are now strategically in position here in the FORM (for a grand total of 26 garbage barrels systemwide). New bike racks and other equipment geared to make the area safe and accommodating are also on the way.



NOT-SO-SCARY HALLOWEEN



JOY TO THE WORLD CHRISTMAS TREE LIGHTING



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