



Marketing Report FY 24-25

Executive Summary

Priorities

Strengthen Coconut Grove's Identity: Position the district as a premier lifestyle destination for dining, shopping, wellness, and cultural experiences.

Drive Foot Traffic & Economic Impact: Activate public spaces and leverage campaigns that bring residents, visitors, and tourists into the Grove.

Champion Local Businesses: Provide consistent marketing support to restaurants, retailers, and service providers through newsletters, campaigns, and partnerships.

Expand Digital Reach: Grow Coconut Grove's online presence via social media, email, and website, ensuring fresh, engaging content that converts awareness into visits.

Elevate Media & PR Impact: Secure earned media coverage and meaningful partnerships to amplify the Grove's visibility locally and nationally.

Build Community Engagement: Strengthen relationships through business networking, resident outreach, family-friendly activities, and cultural celebrations.

Results (Highlights)



Official Recognition:

Coconut Grove proclaimed
**“The Brunch Capital of
Miami”** (Sept 2025).



Event Success:

Hosted 20+ signature events including Red, White & Grove, Christmas Tree Lighting, National Brunch Day/Grove Brunch Club, and Shop Small Saturday; collectively drawing 38K attendees and 12M media impressions.



Business Engagement:

Partnered with more than 110 restaurants, retailers, and wellness providers across campaigns.

 **90k**

Digital Growth:

Reached a milestone of **90K Instagram followers**, expanded Facebook, and achieved average newsletter open rates of 48% (above industry benchmarks).



PR Wins:

Secured coverage in LiveNow on Fox, Local 10, New York Times, Miami New Times, Time Out Miami, Coconut Grove Magazine, Business Traveler USA, Secret Miami and citywide outlets, reinforcing Grove as a cultural and culinary hub.



Community Impact:

Delivered activations for families, seniors, and sustainability initiatives (Senior Bingo Day, Plastic is Scary and Love is in The Grove Cleanups, Sunrise Breakfast - Arts Festival and New Business profiles).



Creative Rollouts:

Launched new branded assets including Grove Brunch Club glasses, Red, White & Grove wristbands, hats, banners, and curated microsites.

Events & Activations

Key Highlights:

Signature Events

Movies in The Park – Hocus Pocus (Oct 26, 2024)
 👤 1,500 attendees 🏪 10 participating businesses
 Partnerships: City of Miami, Cinepolis CocoWalk

Shop Small Saturday (Nov 30, 2024)
 👤 1,500 attendees 🏪 24 participating businesses
 Partnership: American Express

Christmas Tree Lighting (Dec 1, 2024)
 👤 1,500 attendees 🏪 6 participating businesses
 Media Coverage: 2M impressions

Gather in The Grove (Jan 11 – Apr 26, 2025)
 👤 2,500 attendees 🏪 4 participating businesses
 Media Coverage: 800K impressions

Grove Art Walk (Mar 16 – May 18, 2025)
 👤 600 attendees 🏪 4 participating businesses
 Media Coverage: 120K impressions

Mother’s Day OFF (May 8, 2025)
 👤 1,100 attendees 🏪 11 participating businesses
 Media Coverage: 3M impressions
 Partnership: Influencer Marketing - Mama Caro Mejias & Katy Ferrer

Father’s Day (June 14, 2025)
 👤 600 attendees 🏪 9 participating businesses
 Media Coverage: 1M impressions

Red, White & Grove (July 4, 2025)
 👤 4,000 attendees 🏪 12 participating businesses
 Media Coverage: 3M impressions
 Partnerships: MISO, Miami New Times, Miami Con Hijos

National Brunch Day / Grove Brunch Club (Sept 21, 2025)
 🏪 12 businesses 🍹 4,000 Branded glasses distributed
 Media Coverage: 3M impressions
 Partnership: Miami New Times and Local Influencer: Vera LaRochele



Community Programs

Plastic is Scary (Oct 2025) & Love is in the Grove (Feb 2025) Cleanups

👤 250 attendees 🏠 6 participating businesses
Media Coverage: 340K impressions

GMCVB Meet & Greet / Level 6 (Jan 2025)

👤 120 attendees
Media Coverage: 120K impressions

Coffee with the Cop at Chug's Diner (Jul 2025)

👤 34 attendees
Media Coverage: 40K impressions

Senior Citizens Day Bingo (Aug 2025)

👤 30 attendees 🏠 4 participating businesses
Media Coverage: 100K impressions



Sponsorships & Partnerships

Sponsorships

- Days to Shine – The Hangar (Oct 24–25, 2024)
- Pinta Art – The Hangar (Dec 5–8, 2024)
- King Mango Strut (Jan 5, 2025)
- Miami Marathon – Lifetime Cheer Station (Feb 2, 2025)
- SOBE Fest 2025 (Feb 20, 2025)
- Montreux Jazz Festival (Feb 30, 2025)
- Kid's Marketplace (Apr 8, 2025)
- Coconut Grove Theater Festival (May 8–11, 2025)
- Goombay (Jun – 7-8, 2025)
- Back to School – Bianco Gelato (Aug 13–14, 2025)
- Jazzin The Grove (Sep 20–21, 2025)
- Criollo Vibes (Sept 18–21, 2025)
- Reinención Hormonal – Mr. C Hotel (Sept 29, 2025)
- Coconut Grove Film Festival

Institutional partnerships

- University of Miami
- Miami Dade College
- Symphony MISO
- Coconut Grove Theater Festival
- United Way



Business Engagement

Business testimonials



We are truly delighted with the support received from Coconut Grove’s Marketing Initiatives. Their strategic approach to promotion has significantly enhanced our visibility and outreach. It’s been a fantastic experience collaborating with a team dedicated to uplifting local businesses and fostering community engagement.

Betty Riera

Owner/Funder
The Grove Academy



On behalf of our entire team, I want to extend a heartfelt THANK YOU for the Mom’s Day OFF event. It was our best sales day of the entire year, and we are incredibly happy and deeply grateful for all the support, coordination, and the way you included us throughout the experience.

I sincerely hope we can do more events like this in the future. This kind of initiative brings life to the plaza and directly benefits all of us as business owners.

Mariela Ventura

Studio 3D Brows, Lashes & PMU



Digital Marketing & Social Media

Coconut Grove Website Performance Report

Period: October 1, 2024 – September 30, 2025

Executive Summary

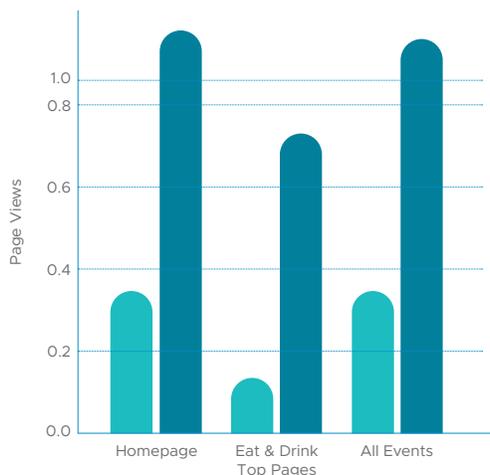
This updated report provides a refreshed overview of Coconut Grove BID website performance, including corrected values for Homepage, Eat & Drink, and All Events pages. It highlights traffic sources, top-performing pages, and year-over-year growth trends.

Top Website Pages Performance

Page	Views 2024-25	Views 2023-24	% Change
Homepage	993,229	337,356	194.42%
Eat & Drink	734,460	127,626	475.48%
All Events	970,724	348,282	178.72%
Retail	39,431	22,763	73.22%
Directions & Parking	19,146	12,723	50.48%
Lodging	12,466	8,078	54.32%

Coconut Grove Website - Top Pages Performance

(Oct 2024-Sep 2025 vs Previous Year)



2023-24 2024-25

Social Media

Followers



90.1K | +12K
vs. previous 12 months



26K | +3K
vs. previous 12 months



1.5K | +256
vs. previous 12 months

Engagement growth

10%(% increase YoY)

Best-performing campaigns/posts:

4th of July – Red White & Grove:

2.2M views, 152K Shares

Miami Spice 2025:

550K views, 110K Shares

Carbone Vino Opening:

75K views, 60K Shares

Influencer collaborations:

@miamiconhijos
@miaminewtimes
@oswaltgonzalez
@maxeats.miami
@miamiyums
@gabycuadra

Email Marketing

Constant Contact:

22K Subscribers | Growth: + 2,368

Grovite Newsletter

Open rate: **48%** vs. previous 12 months **+3%** vs. industry average +12%

Best performing Campaigns:

Back to School 2025:

53% Open Rate

Best Brunch Spots

52% Open Rate.

Public Relations & Media Coverage



137

Total Pieces of Coverage
(Online & Print)



1.9B

Total Monthly Website
Visits (Reach)



685.6M

Total Monthly Unique
Website Visitors



58

Total Monthly Unique
Website Visitors

Business Communications Wins

Government Relations

Enhanced awareness of Miami-Dade County & City of Miami Agencies by custom crafting and publishing profiles and news/info features:

- District 2 Staff Profile: Rapid Response Team Manager Carl Springer
- District 2 Staff Profile: Constituent Liaison Javier Gonzalez
- Promotion of City Commissioner's Partnering for Progress Workshop
- SCORE Miami Business Workshops program promotion
- EnTec Business Clinic Workshop promotion
- Community Emergency Response (CERT) program promotion
- County Commission District 7 Office grant program promotion

Media Relations

Enhanced relationships with local news media by cross-promoting articles:

- Coconut Grove Magazine
- Biscayne Bay Tribune/Community Newspapers
- Coconut Grove Spotlight

Non-Profit Relations

Enhanced relationships with Grove-based nonprofits via cross-promotion:

- Coconut Grove Arts Festival
- King Mango Strut

BIDness Newsletter Open Rates

An Open Rate of 42% for the bi-weekly BIDness Newsletter is higher than the average nonprofit business support agency. The industry average email open rate is between 25% and 40%. (Special Newsletter stats are presented separately.)

Business Profiles:

- | | |
|------------------------------|---|
| 1. Craft | 10. Align Pilates |
| 2. Emissary Cafe | 11. Specialized Bicycles |
| 3. WorkOut Spot | 12. Mark Neuberger (Arts Festival Board Member) |
| 4. Rosenow Attorney | 13. Fookem's |
| 5. Mr. C Miami Coconut Grove | 14. Motivating Minds |
| 6. Varsol Sushi Bar | 15. Sprinhaus |
| 7. Wardrobe & More | 16. Chop Steakhouse |
| 8. Loretta & The Bucher | 17. La Cabrera Steakhouse |
| 9. CureDuchenne | |



Awards, Recognition & Milestones

1. "Brunch Capital of Miami" proclamation.
2. 90K IG followers
3. Community feedback/testimonials.
4. Notable media hits.

Looking Ahead (FY 2025–2026)

1. Preview of planned activations (*Alice in WonderGrove Halloween, Shop Small Saturday, Christmas tree Lighting*)
2. Focus areas: safety campaigns, new PR partnerships: Sports Events -World Cup, F1, Miami Open etc.
3. Growth opportunities: more tourism integrations, extended Brunch Club rollout.



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