



Coconut Grove™
BUSINESS IMPROVEMENT DISTRICT

DISCOVER COCONUT GROVE

Miami's Original Gem

2025-2026 ANNUAL REPORT

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Coconut Grove Business Improvement District Mission

Foster a world-class commercial walking village with impeccably clean & visibly safe streets in Coconut Grove by:

1. Creating a stronger sense of community with a compelling business mix.
2. Attracting high value, customers, both residents and visitors to shop and dine in our district.
3. Ensuring self-sufficiency without putting a burden on the city taxpayers.

Our Board Chairman

Progress and Preservation Go Hand in Hand

As I reflect on another year as Chairman of the Coconut Grove Business Improvement District, I think about both our future and the community that shaped me. Long before serving as a City of Miami Commissioner or BID Chairman, Coconut Grove was simply home. From childhood afternoons at Merrie Christmas Park to rowing through the mangroves and walking to St. Hugh School, my connection to the Grove runs deep. I understand the frustration that comes with seeing a beloved neighborhood change.

Coconut Grove has always evolved. I remember when CocoWalk and the Mayfair were built, and when cherished businesses like Oak Feed Store disappeared. Today, we face another wave of development, bringing both challenges and opportunities. While we say goodbye to familiar places, new businesses and destinations are becoming part of the Grove's story. Change can be difficult, but it can also bring new reasons to celebrate our community.

Our responsibility is not to freeze Coconut Grove in time, but to protect what makes it extraordinary. Through our District 2 office and the BID, we remain committed to preserving historic landmarks, strengthening traditions like Goombay, supporting neighborhood parks, protecting our tree canopy, improving public spaces, and investing in initiatives that maintain the Grove's unique character. Each effort reflects a shared mission: ensuring that progress never comes at the expense of our community's identity.

As Chairman, I believe our greatest responsibility is to future generations. **How do we allow Coconut Grove to evolve without losing its soul?** By recognizing that preservation and progress are not opposing forces, but priorities that must move forward together. I am grateful to our residents, business owners, community leaders, and partners who share this commitment. Together, we can embrace the future while honoring the history, character, and spirit that make Coconut Grove unlike anywhere else.



Damian Pardo
City of Miami Commissioner
for District 2

Our Executive Director

Each year brings new opportunities for Coconut Grove, and FY 2025–26 was no exception. As Executive Director of the Coconut Grove Business Improvement District, I remain inspired by what we accomplish when businesses, residents, civic leaders, and government partners work toward a shared vision. Nearly three years into this role, staying connected to our community remains a top priority, ensuring we understand its needs and respond with meaningful action.

Guided by Chairman Pardo and our Board, our team transforms strategic priorities into programs, partnerships, and improvements that strengthen the district. Our mission is clear: **support economic growth while preserving the history, character, and spirit that make Coconut Grove unique.** This year, we advanced public safety, beautification, and capital improvements while bringing the community together through signature events and business-focused initiatives such as National Brunch Day and Shop Small Saturday.

These accomplishments reflect the collective dedication of our Board, business community, residents, and government partners. Looking ahead to FY 2026–27, we will continue strengthening our programs, supporting local businesses, and enhancing the district experience. With major sporting and cultural events bringing national and international attention to Greater Miami, we have an exciting opportunity to welcome new visitors and showcase everything Coconut Grove has to offer.

This annual report highlights the partnerships, investments, and initiatives that moved us forward throughout FY 2025–26. More importantly, it reinforces our commitment to ensuring Coconut Grove remains a **vibrant destination to live, work, do business, and visit for generations to come.**

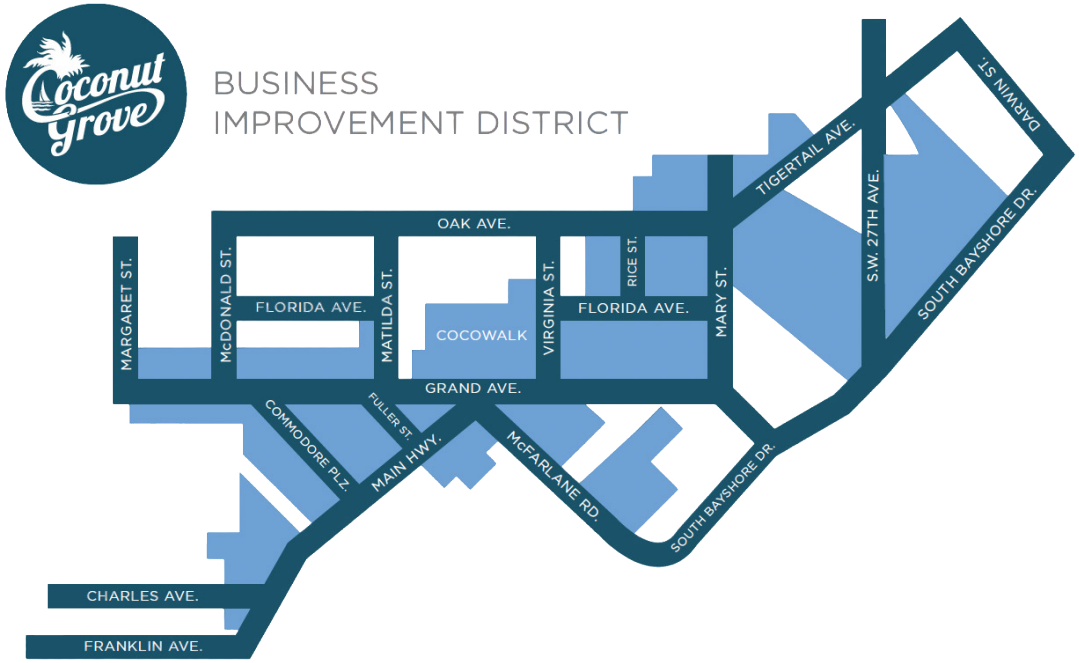


Mark Burns
Executive Director,
Coconut Grove Business
Improvement District



About the BID

BUSINESS IMPROVEMENT DISTRICT



229 Folios & *116* Property Owners

A glance at the business of the BID

$2.27 M TOTAL REVENUE

BID Assessments	$ 725,694
Parking Waivers	$ 329,168
Sidewalk Cafe Fees	$ 118,664
Parking Surcharges	$ 340,000
Investment Income	$ 467,591
Banner fees	$ 6,400
Other Revenue	$ 283,182

$1.89 M TOTAL EXPENSES

Capital Projects	$ 61,315
Marketing & Advertising	$ 214,489
Streetscape	$ 56,112
Sanitation & Security	$ 544,317
Special Events	$ 325,469
Professional & Management Fees	$ 82,700
General & Administrative	$ 608,572

Shaping the Future of Coconut Grove

OUR MISSION

Charting the Course

First established in 2009 and re-established in 2018, the Coconut Grove Business Improvement District (BID) is a City of Miami board dedicated to strengthening and enhancing the vitality of Coconut Grove's commercial core.

Funded by property owners within its designated boundaries, the BID supports initiatives that promote a cleaner, safer, and more vibrant district. Its programs focus on public safety, beautification, marketing, signature events, capital improvements, transportation solutions, economic development, and partnerships that support local businesses.

Our mission is to position Coconut Grove as a world-class waterfront walking village, offering a distinctive mix of shopping, dining, hospitality, and cultural experiences while preserving the neighborhood's unique character and sense of place.

Guided by a diverse Board of Directors representing property owners, business leaders, merchants, residents, and public officials, the BID works to drive economic growth and strengthen community connections.

This annual report highlights our achievements, investments, and partnerships throughout the fiscal year, reflecting our continued commitment to building a thriving, welcoming, and sustainable future for Coconut Grove.



Board of Directors

The strength of the Coconut Grove BID has always been rooted in its committed and engaged Board of Directors—and FY 2025–26 was no exception. Under their leadership, the BID continued to advocate for the ongoing improvement of the District. Together, we are building upon Coconut Grove's longstanding reputation as an exceptional destination where residents and visitors alike can enjoy the very best of Miami.

By collaborating closely with our Board Members—each of whom is a property stakeholder or leader within the Grove's business community—the BID is safeguarding the District's future vitality while preserving the unique small-town charm that sets Coconut Grove apart within a major international city.

We extend our sincere gratitude to the Board for their dedication, service, and unwavering support. Each member has contributed time, expertise, and advocacy that has strengthened the BID and the community we serve.

FY 2025–26 BOARD OF DIRECTORS

Damian Pardo, Commissioner | City of Miami District 2

Alex Argudin, CEO | Miami Parking Authority

Atchana Capellini, Owner | Atchana's Homegrown Thai

Tesalia "Tessie" Corbett, Designee | Whalou Properties

Luis Gazitua, Investor & Advisor to CEO | Ariete Group

William Rivas, Regional Manager | Federal Realty

Elizabeth Solar, General Manager | Books & Books

Ivan Rapin-Smith, Managing Director | Watsco Ventures

Jaime Stuyck, Director of Hotel Operations | Mr. C Hotel

Monty Trainer, President Emeritus | Coconut Grove Arts Festival



Capital Improvements & Streetscape Maintenance

KEEPING THE GROVE AT ITS BEST



A clean, safe, and welcoming Coconut Grove doesn't happen by chance. Every day, the BID's Operations Team and Block-by-Block Ambassadors work behind the scenes to maintain sidewalks, clean public spaces, address repairs, and ensure our village looks its best.

These efforts go beyond beautification. **A well-maintained district enhances the visitor experience, encourages foot traffic, and supports local businesses.** Through proactive inspections and ongoing improvements, we help create an environment where people want to shop, dine, explore, and return.

In FY 2025–26, key initiatives included sidewalk and paver enhancements, ADA accessibility upgrades, tree pruning, and electrical improvements to support decorative lighting and outdoor events.

Working closely with the City of Miami, Miami-Dade County, and utility partners, the BID continues investing in the details that make a big difference—**one block at a time.**







TREE MAINTENANCE





WALKWAY REPAIR





PAVER REPAIR

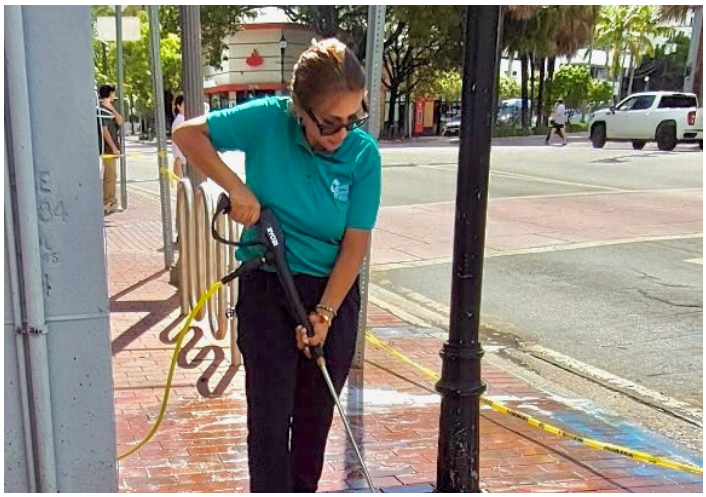
Capital Improvements & Streetscape Maintenance





HOSPITALITY SERVICES









BLOCK-BY-BLOCK IN ACTION

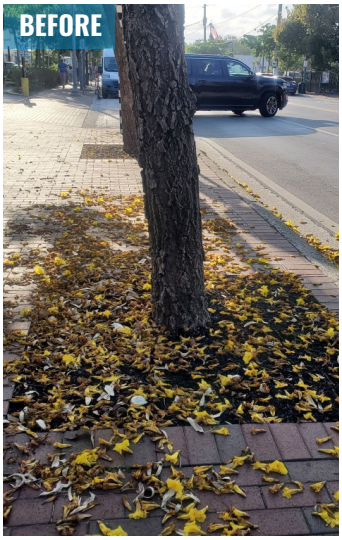
Capital Improvements & Streetscape Maintenance

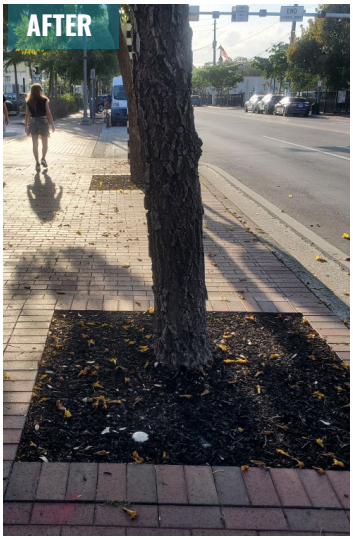




GRAFFITI REMOVAL

Cleaner streets, a brighter Grove.





LEAF REMOVAL

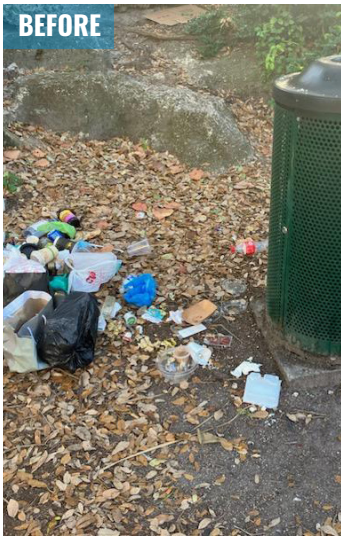
Well-mantained sidewalks for a safer, more beautiful Grove.





STICKER REMOVAL

A cleaner, more attractive streetscape.





STREETSCAPE MAINTENANCE

Clean public spaces that welcome everyone.



Measurable Results

Our Block-by-Block ambassador team is keenly focused on providing cleaning and hospitality services. In fact, their activity has yielded positive results in all aspects of sanitation and public safety. As shown in our statistics, they have also focused on providing a welcoming place for all, and our hospitality numbers show the increase.





By the Numbers

SPOTLESS SUCCESS - CLEANING & HOSPITALITY

- Updated damaged street and traffic signs
- Reported streetlight outages and follow through on repair progress
- Repaired multiple paver areas along sidewalks throughout the district
- Partnered with the City of Miami to schedule MOTs and alert affected businesses
- Restored parks and streets after festivals and street parties
- Added bicycle racks in high-use area

BLOCK BY BLOCK - STATS AT A GLANCE

Leaf and trash bags collected: 4,909	Motorist assistance: 4,510	Bills & stickers: 2,341	Dog waste: 3,139
Graffiti removed: 94	Bike-patrol miles covered: 1,175	Pedestrian assistance: 1,171	Hospitality instances: 34,732



Capital Improvements

CONNECTING THE GROVE: A GREENER WAY TO GET AROUND

In May 2026, the Coconut Grove BID, in partnership with City of Miami District 2 Commissioner Damian Pardo and the City of Miami, launched Circuit, an all-electric, on-demand shuttle service designed to make getting around Coconut Grove easier, more accessible, and sustainable.

The service debuted with five electric vehicles—three neighborhood shuttles serving Center Grove and two larger electric vans connecting the Grove to nearby Metrorail stations. Circuit provides convenient access to local businesses, parks, waterfront destinations, and parking facilities, reducing the need for short car trips.

With complimentary rides during its first three months and continued free transportation for seniors and designated transit connections, this initiative supports a more connected, pedestrian-friendly Coconut Grove while enhancing the visitor experience and supporting local commerce.

13,094 PASSENGERS TRANSPORTED

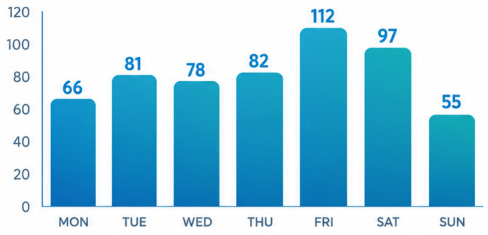
9,187 COMPLETED TRIPS

128% PASSENGER GROWTH (MAY-SEPT)

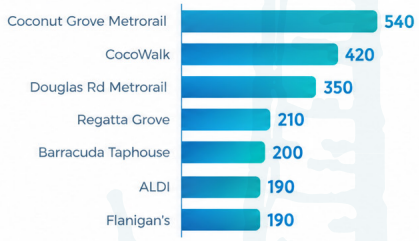
9.4 AVERAGE WAIT TIME (MINUTES)

PASSENGERS BY WEEKDAY

(DAILY AVERAGE)



MOST FREQUENT DROP-OFF LOCATIONS



MOST FREQUENT PICKUP LOCATIONS









Marketing & Special Events

ELEVATING THE GROVE'S VISIBILITY & IMPACT

Marketing Coconut Grove goes beyond promoting a destination. It's about inspiring people to discover, explore, shop, dine, and return.

Throughout FY 2025–26, the Coconut Grove BID strengthened the district's visibility through strategic marketing, signature events, engaging content, and meaningful partnerships. By connecting businesses, community organizations, and media partners, we expanded our reach, increased engagement, and created new opportunities to support our local business community.

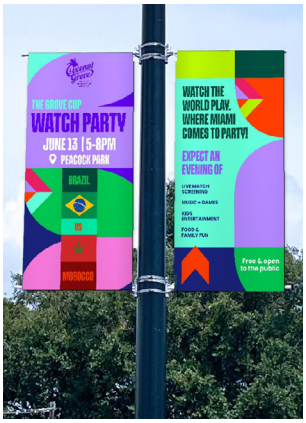
Priorities:

- **Strengthened Coconut Grove's Identity:** Positioned the District as a premier lifestyle destination for dining, shopping, wellness, and cultural experiences.
- **Drove Foot Traffic & Economic Impact:** Activated public spaces and leveraged campaigns that brought residents, visitors, and tourists into the Grove.
- **Championed Local Businesses:** Provided consistent marketing support to restaurants, retailers, and service providers through newsletters, campaigns, and partnerships.
- **Expanded Digital Reach:** Grew Coconut Grove's online presence via social media, email, and the website, ensuring fresh, engaging content that converted awareness into visits.
- **Elevated Media & PR Impact:** Secured earned media coverage and meaningful partnerships that amplified the Grove's visibility locally and nationally.
- **Built Community Engagement:** Strengthened relationships through business networking, resident outreach, family-friendly activities, and cultural celebrations.









Results *FY2025–2026*



EVENT SUCCESS:

9 SIGNATURE EVENTS & ACTIVATIONS

22,000+ event attendees, plus **100,000** visitors reached through the Play the Grove activation.



BUSINESS ENGAGEMENT:

88 BUSINESS PARTICIPATIONS

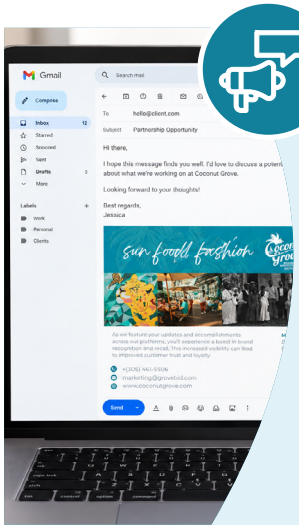
Local businesses engaged across signature events and activations throughout the year.



DIGITAL GROWTH:

123K+ SOCIAL COMMUNITY

123,102 followers across Instagram, Facebook and LinkedIn, with **6,238 new followers** added this year.



EMAIL MARKETING:

1M+ EMAILS SENT

438K+ opens, **23.5K+** clicks and a **46%** open rate — **16 percentage** points above the industry average shown by the platform.



TOP-PERFORMING CONTENT:

201K+ VIEWS

Alice in WonderGrove and Grove Polar Express generated more **than 201,000** combined views, demonstrating the reach of signature events and strategic collaborations.



OVERALL IMPACT:

FY2025–26 brought together **strong in-person programming, business participation, digital audience growth and direct community communication,** extending the Grove BID's impact both on the streets and online.

EVENTS & ACTIVATIONS

Key Highlights:

Signature Events



(October 31, 2025)

ALICE IN WONDERGROVE

5,000 attendees
10 participating businesses

Media Coverage: **16 total pieces of online coverage**

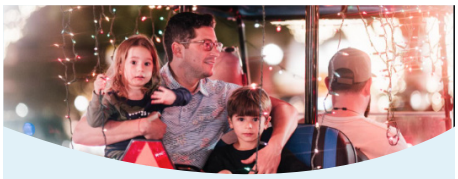


(Nov 29, 2025)

SHOP SMALL SATURDAY

1,500 attendees
24 participating businesses

Partnership: American Express
Media Coverage: **3 total pieces of online coverage**



(Nov 30, 2025)

CHRISTMAS TREE LIGHTING GROVE POLAR EXPRESS & GOLF CART PARADE

6,000 attendees
10 participating businesses
Media Coverage: **7 total pieces of online coverage**



(May 8, 2026)

MOTHER'S DAY OFF

300 attendees
4 participating businesses
Media Coverage: **3 total pieces of online coverage**
Calendar Listings: **1**
Social Media:
Audience/Reach: **93.9K** | Comments: **15** | Views: **10.4K**



(June–July 2026)

PLAY THE GROVE ACTIVATION AT COCOWALK

100k attendees

Media Coverage: **2 total pieces of online coverage**



(June 13, 2026)

FIFA WATCH PARTY

3,000 attendees
7 participating businesses

Media Coverage: **15 total pieces of online coverage**



(July 4, 2026)

RED, WHITE & GROVE

5,000 attendees
6 participating businesses

Media Coverage: **13 total pieces of online coverage**



(September 20, 2026)

NATIONAL BRUNCH DAY / GROVE BRUNCH CLUB

2,000 attendees
21 participating businesses

Media Coverage: **12 total pieces of online coverage**



COMMUNITY PROGRAMS



(August 22, 2026)

BACK-TO-SCHOOL CLEANUP

62 attendees

6 participating businesses

Media Coverage: **340K impressions**







SPONSORSHIPS & PARTNERSHIPS

Sponsorships

- **Days to Shine** – The Hangar (October 24–25, 2025)
- **Pinta Art** – The Hangar (December 4–7, 2025)
- **King Mango Strut** – (January 4, 2026)
- **Coconut Grove Film Festival** – (January 16–19, 2026)
- **Miami Marathon** – Life Time Cheer Station (February 2, 2026)
- **Coconut Grove Arts Festival** – (February 14–16, 2026)
- **Fade Masters of Miami & Navi Anniversary** – (February 14, 2026)
- **SOBEWFF 2026** – (February 27, 2026)
- **Montreux Jazz Festival** – (February 25-March 1, 2026)
- **Slingshot Kids' Marketplace** – (April 25, 2026)
- **Coconut Grove Theater Festival** – (May 8–11, 2026)
- **Atchana's Homegrown Thai Hot Challenge** – (June 20, 2026)
- **Goombay Festival** – (June 5–7, 2026)





SOCIAL MEDIA

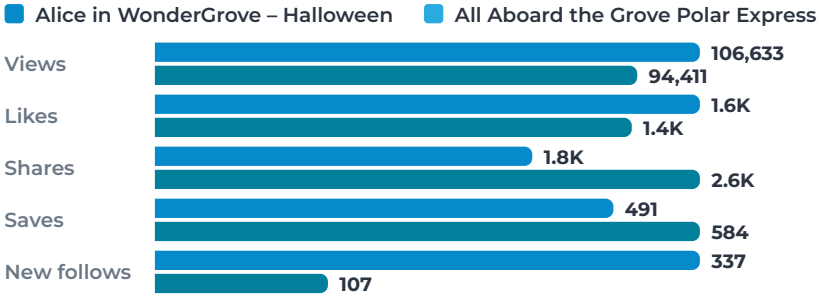
FOLLOWERS · GROWTH VS. PREVIOUS 12 MONTHS

Instagram
95K +5.3K
Growth +5.9%

Facebook
26K +750
Growth +3.0%

LinkedIn
1.6K +188
Growth · fastest-growing +13.3%

BEST-PERFORMING CAMPAIGNS



Bars compare the two campaigns within each metric.

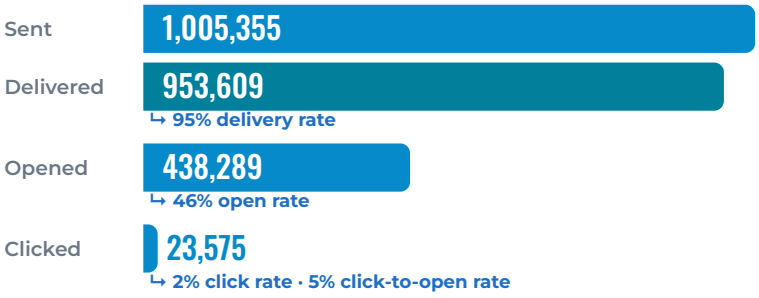
+5.3%
Engagement growth vs. the previous 12 months

201K+
Combined views from two signature campaigns, showing the power of signature events, shareable content and strategic collaborations.

THE GROVITE NEWSLETTER & EMAIL MARKETING

Email remained a powerful direct communication channel during FY2025–26, generating more than 1 million sends while improving both reach and engagement compared with the previous 12 months.

GROVITE NEWSLETTER FUNNEL





Open rate
16 pts above
industry average

Emails sent	+122,443
Emails delivered	+130,200
Open rate	+1 pt
Click rate	+1 pt

vs. previous 12 months

TOP-PERFORMING EMAIL CAMPAIGNS BY OPEN RATE



INSIDE The GROVE
One Village Many Voices

Inside the Grove Podcast: Amplifying the Voices of Our Community

Launched in March 2026, Inside the Grove was created with a clear mission: to amplify the voices of Coconut Grove's community leaders, business owners, visionaries, and changemakers who contribute to the unique character and vibrant spirit of our village.

Since its debut, the podcast has featured 14 guests, sharing compelling stories, valuable insights, and perspectives on the Grove's past, present, and future. The initiative has been a tremendous success, strengthening community connections, celebrating local leadership, and providing a platform for meaningful conversations.



More Than a Black Belt: Sensei Carol's Grove Story | Inside The Grove



Building the Future of the Grove | Inside The Grove



A Legacy Along the Commodore Trail | Inside The Grove



How One Neighborhood Bar Became a Coconut Grove Legend | Inside The Grove

Watch the series...

PUBLIC RELATIONS & MEDIA COVERAGE

Throughout FY 2025–26, the Coconut Grove BID strengthened its public relations efforts to expand media coverage, build valuable relationships, and elevate the Grove's visibility as a premier destination.

Through strategic storytelling and collaboration with journalists and media outlets, we amplified the district's events, businesses, and unique experiences, reaching new audiences, increasing engagement, and reinforcing Coconut Grove's reputation as one of Miami's most distinctive destinations.

137

Total Pieces of Coverage (Online & Print)

1.9B

Total Monthly Website Visits (Reach)

685.6M

Total Monthly Unique Website Visitors

58

Average Domain Authority

SUCCESFUL MEDIA PLACEMENTS

The BID's news releases and stories reached local, regional and national audiences through these media outlets.

- USA Today
- South Florida Business Journal
- Axios
- WSVN Miami
- GoLatinos!
- Miami Herald
- Coconut Grove Magazine
- CityBiz
- Coconut Grove Spotlight
- Community Newspapers
- CNews
- Miami New Times
- Edible South Florida
- Secret Miami

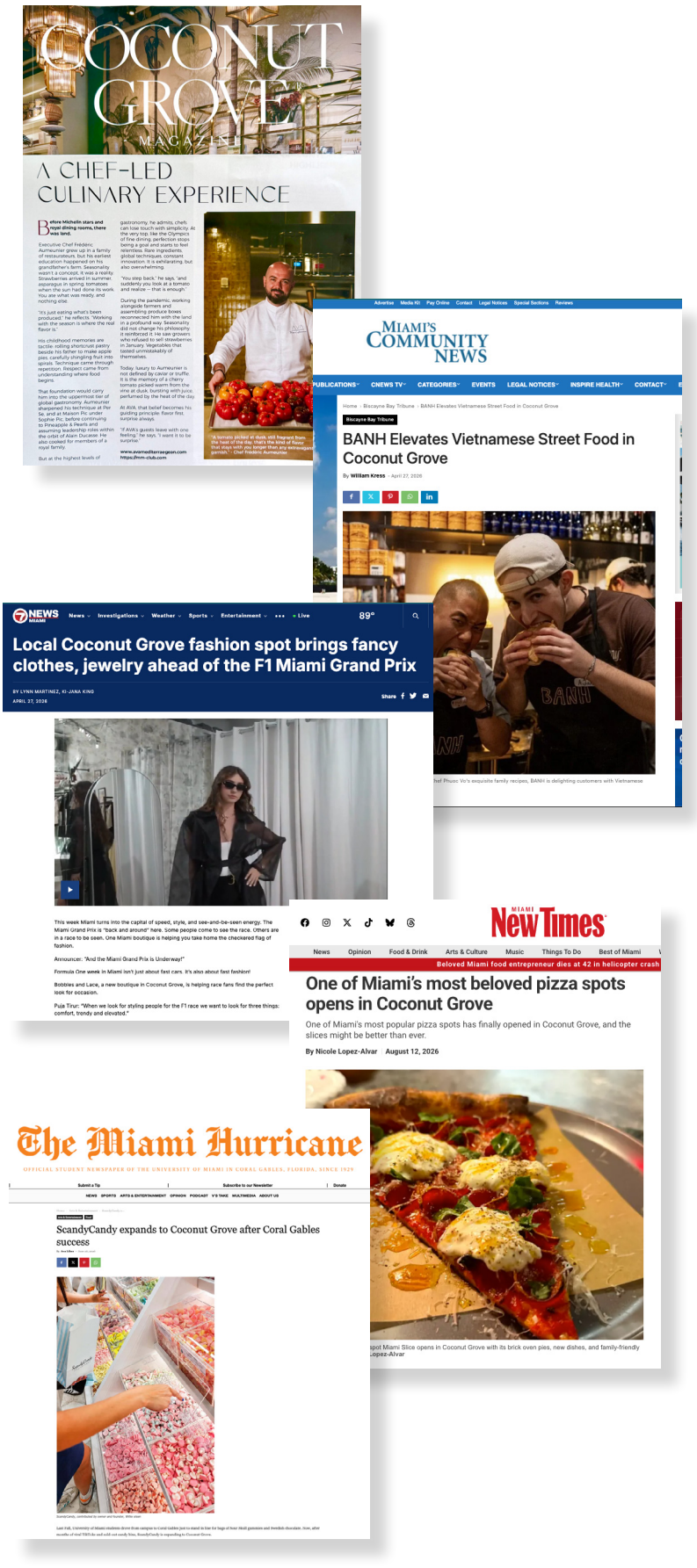
New to the BID

RESTAURANTS 8

- **Chèvre x Ziggurat**
- **AVA MediterrAegean Coconut Grove**
- **Bánh** – Inside Books & Books
- **Tata's Yogurt Bar**
- **Rice Mediterranean Kitchen**
- **Le Specialità Café & Market**
- **Sapore di Mare** – New Location
- **Grand Public**
- **1986 Steakhouse**
- **Manoli Greek**
- **Miami Slice**

RETAILERS 6

- **Bobbles & Lace**
- **Oopalala**
- **Susan Blake Jewelry**
- **Pitusa**
- **Scandy Candy**
- **Tachelles and Iara**



New Businesses

WELCOME TO THE NEIGHBORHOOD 2025-2026

Coconut Grove has been experiencing a vibrant resurgence, especially in the years following the pandemic. In FY 2025–2026 alone, 14 new businesses joined the Business Improvement District (BID). This continued wave of growth reflects a strong and growing confidence in the Grove's potential as a premier destination for exceptional dining, distinctive retail, and personalized services.

More than simply commercial additions, these new businesses enrich the District's character—offering locals and visitors from around the world a collection of one-of-a-kind experiences that make Coconut Grove truly special.

























Business Communications

MAKING A DIFFERENCE FOR LOCAL BUSINESSES

The Coconut Grove BID's Business Communications initiative continues to play a vital role in connecting, informing, and promoting the businesses that make our district thrive. Relaunched in 2022 with the expertise of our Business Communications Liaison, the program has strengthened business outreach, elevated engagement, and significantly increased visibility for local enterprises.

Strengthening Connections & Engagement

At the heart of the initiative is the biweekly BIDness News e-newsletter, the BID's primary channel for keeping businesses informed and prepared. The newsletter delivers:

- High-quality, business-focused content
- Resources to support business growth
- Ad-hoc updates on breaking news and surveys
- A monthly series of legacy and new business profiles
- LinkedIn storytelling that highlights business successes
- Timely information that keeps businesses ahead of the curve
- Strategic communications support for BID leadership

Proven Engagement & Measurable Impact

Across the 35 campaigns we managed in FY2025-26, the BIDness newsletter open rate averaged just under 44.6% and a click rate of approximately 3.7%— both comfortably outperforming industry benchmarks. Nonprofit and business newsletters typically see open rates in the 28-43% range and click rates between 2.4-5%, putting our results at or above the high end on both counts. These metrics point to strong demand for timely, relevant communication among Grove businesses.

44.6% Average Open Rate (FY 2025–26)

3.7% Average Click Rate (FY 2025–26)

Enhancing Visibility & Recognition

In FY 2025–26, the Business Communications program continued to expand its reach by publishing customized local business profiles online and promoting them through the BIDness Newsletter and LinkedIn. These well-crafted, engaging features increase traffic to the BID website, strengthen its search engine optimization (SEO) performance and, most importantly, help drive customers directly to the doors of featured Coconut Grove businesses.

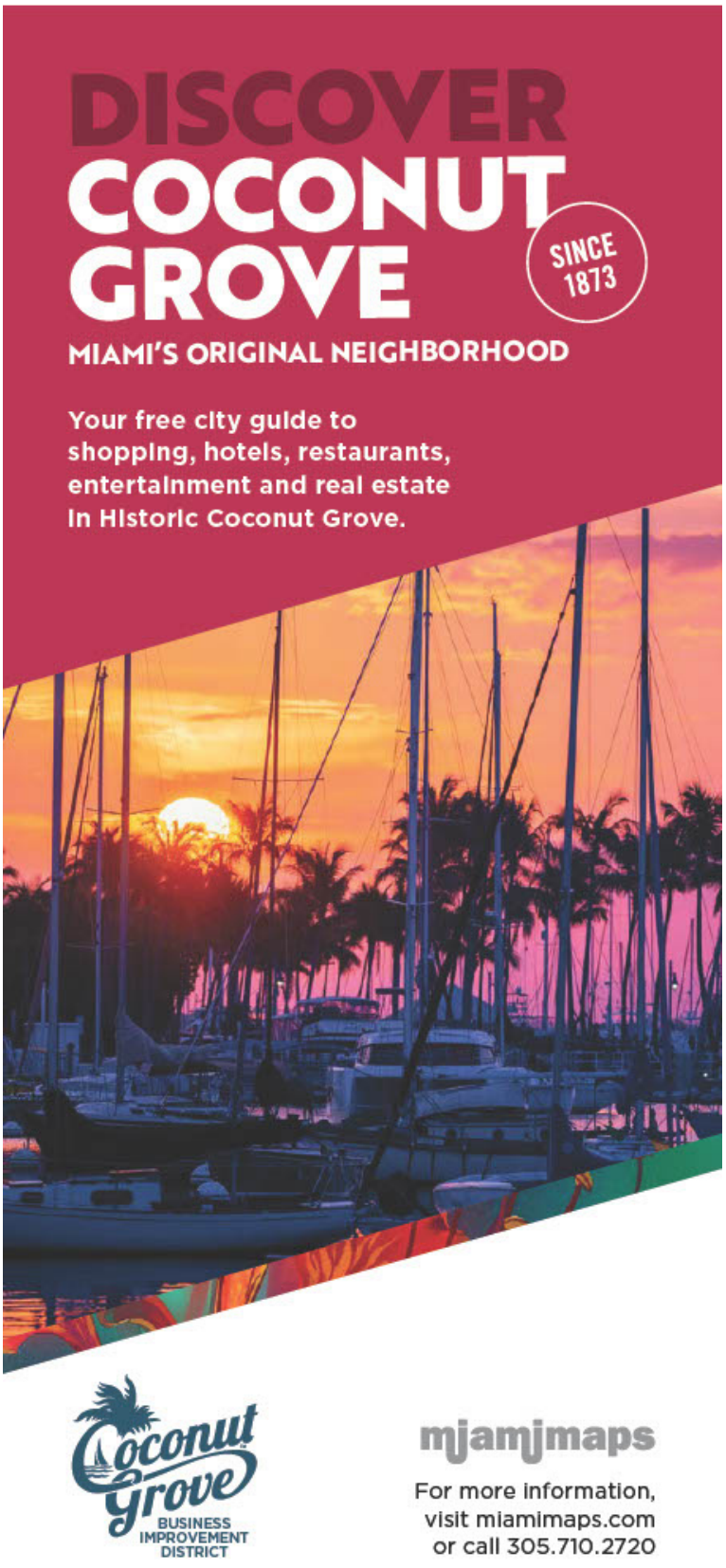
- Carl Levin Architecture & Design
- Coconut Grove Animal Hospital
- New Age Piercing
- GPS Graphic & Printing Solutions
- Buck Mason
- BANH
- Go Greek Yogurt
- New York Roma Pizza
- Living with Ivey
- La Cabrera
- Chop Steakhouse

Coconut Grove City Guide

Grove businesses continue to see steady value from the 2026 Coconut Grove City Guide, a handsomely designed map and marketing piece that steers visitors, residents, and shoppers toward everything our business district and surrounding neighborhoods offer. Flip one way, and you'll find a self-guided historic walking tour past iconic landmarks, cultural sites, parks, and entertainment venues; flip it over, and ads spotlight local restaurants, boutiques, hotels, and other neighborhood favorites.

The Coconut Grove BID has worked with Marshall Steingold of Miami Maps for more than 16 years to bring this essential guide to life. Every year, 75,000 copies enter circulation — landing on concierge desks from South Beach to Coral Gables and Downtown Miami to Dadeland, and distributed to hotels, stores, and restaurants throughout the Grove year-round.

The guide's reach extends well beyond the district. It's the exclusive information piece aboard the Freebee, and the Greater Miami Convention & Visitors Bureau uses it to promote Coconut Grove at visitor centers throughout Miami — putting the Grove in front of travelers before they ever set foot in the neighborhood.



FY 2025-2026 Financials

SUPPLEMENTAL SCHEDULE OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE

Year ended September 30, 2026

REVENUES:	Special Revenue Fund
Parking waiver fees	$728,101
Parking surcharge fees	$372,500
Assessments	$726,792
Sidewalk café fees	$62,020
Regatta Park parking	$264,976
Special event supplemental fees	$10,000
Banner fees	$11,217
Other revenue	$91,976
Investment income	$417,731
Total revenue	**$2,685,313**

EXPENDITURES:	Special Revenue Fund
Salaries and contracted administrative services	$527,793
Office rent, insurance, supplies, cleaning, and utilities	$226,993
Professional and management fees	$95,900
Sanitation and security	$534,009
Capital Items	$54,162
Streetscape	$36,889
Marketing and advertising	$733,984
Total expenditures	**$2,209,730**
Excess of revenues over expenditures	
Fund balance - beginning of the year	$7,848,264
Fund balance - end of the year	$8,323,847



Coconut Grove BID FY 2025-26

BOARD OF DIRECTORS

Commissioner Damian Pardo
City of Miami District 2

Alex Argudin
Miami Parking Authority

Atchana Capellini
Atchana's Homegrown Thai Restaurant

Tesalia Corbett
Whalou Properties

Luis Gazitua
Ariete Group

William Rivas
CocoWalk

Elizabeth Solar
Books & Books

Ivan Rapin-Smith
Watsco Ventures

Jaime Stuyck
Mr. C Hotel

Monty Trainer
Coconut Grove Arts Festival

STAFF & CONSULTANTS

Mark Burns
Executive Director

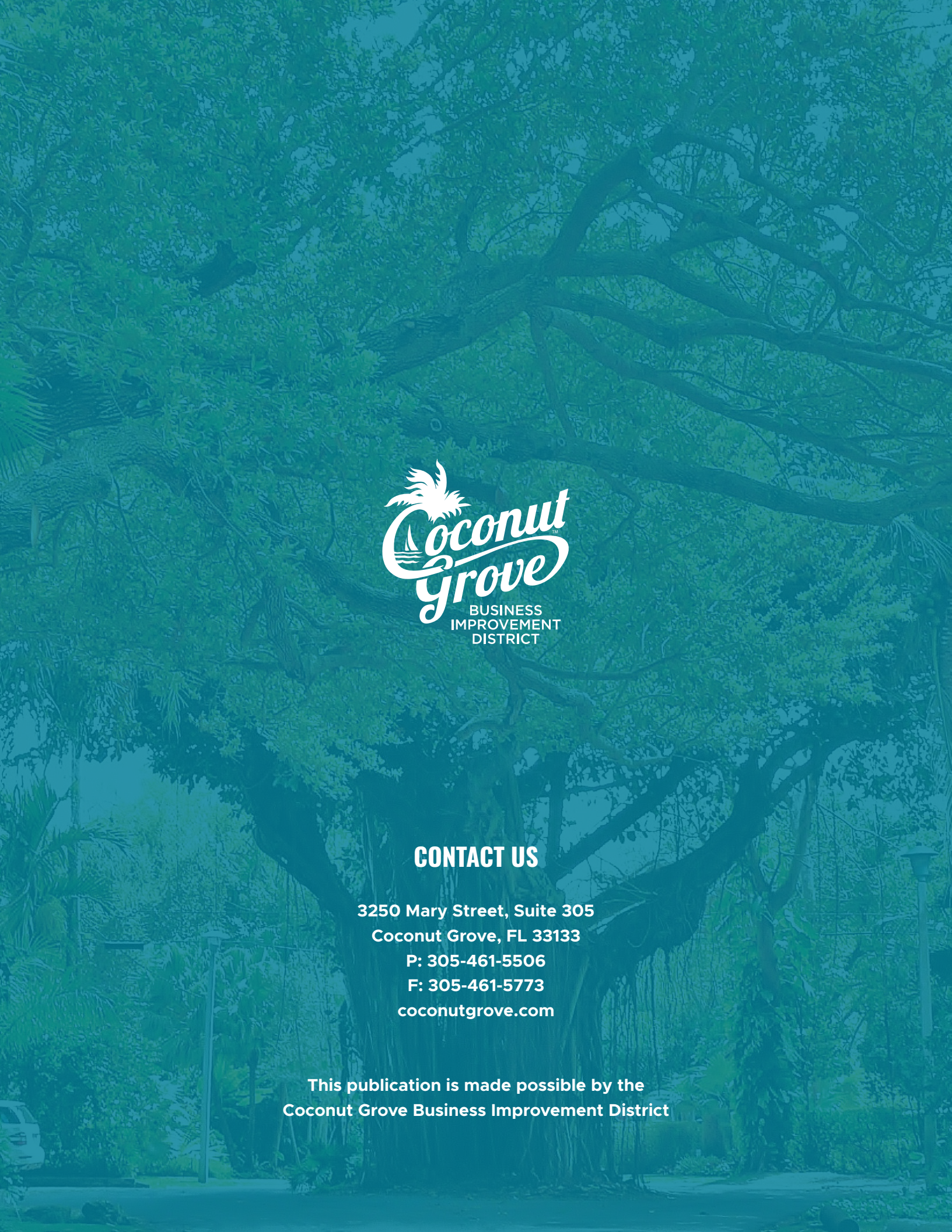
Venusmia Fernandez-Lovely
Director of Administration & Special Events

Kristell Hurtado
Marketing Director

Alex Barcenas
Operations Manager

Sully Silva
Ambassador Team Supervisor

Bill Kress
Business Communications



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