

# COCOWALK

Marketing Brief

February 2022

## Coconut Grove Arts Festival Breakdown

**The Coconut Grove Arts Festival is Back!**  
**Please read below for details about this weekends activations.**

**When:** This Saturday, February 19th, Sunday, February 20th, and Monday, February 21st, 2022

**What:** The Coconut Grove Arts Festival is back this year with new and exciting activations. There is estimated to be 120,000 estimated guests in attendance President's Day Weekend. Please staff accordingly, we also recommend altering hours to stay open later to benefit from traffic.

### CocoWalk Parking Garage:

The parking garage will be charging a \$25 flat fee each day of the festival for guests parking in the garage without a monthly pass. If you have any questions about this please email [bcastro@grassrivermgmt.com](mailto:bcastro@grassrivermgmt.com).

### CocoWalk Open House: February 19th to February 21st from 4:00pm to 8:00pm

CocoWalk's Open house will feature CocoWalk's tenant mix with a sidewalk sale approach. Tenants have been invited to set-up in front of their space to interact with guests enjoying CocoWalk during the Coconut Grove Arts Festival. The management team will provide participants a six foot table, table cloth and market umbrella to participating tenants on the first level and a six foot table and table cloth for participating tenants on the second level. Materials will be dropped off and set-up between 2:30pm and 4:00pm. If you would still like to participate reply to [bcastro@grassrivermgmt.com](mailto:bcastro@grassrivermgmt.com) by end of day Friday.

### Saturday, February 19th, 2022 - Victor GOSA LIVE Art Activation

The Coconut Grove Arts Festival will make its way onto the CocoWalk plaza on Saturday, February 19th starting at 4pm with a LIVE art activation featuring GOSA and everyone's favorite panther. For more information visit [cocowalk.com](http://cocowalk.com).

**COCOWALK**

**COCONUT GROVE ARTS FESTIVAL**

**PRESIDENT'S DAY WEEKEND**  
**4:00PM-8:00PM**

**SATURDAY, FEBRUARY 19TH**  
FP MOVEMENT FITNESS CLASS  
LIVE ART ACTIVATION WITH GOSA  
COCOWALK OPEN HOUSE  
THE FLORA BUDS STEM BAR  
ALL RESTAURANTS OPEN

**SUNDAY, FEBRUARY 20TH**  
FP MOVEMENT FITNESS CLASS  
LIVE MUSIC BY JARED  
COCOWALK OPEN HOUSE  
THE FLORA BUDS STEM BAR  
ALL RESTAURANTS OPEN

**MONDAY, FEBRUARY 21ST**  
LIVE MUSIC BY JARED  
COCOWALK OPEN HOUSE  
THE FLORA BUDS STEM BAR  
ALL RESTAURANTS OPEN

**COCOWALK**

**COCONUT GROVE ARTS FESTIVAL**

**PRESIDENT'S DAY WEEKEND**  
**4:00PM-8:00PM**

**COCOWALK OPEN HOUSE PARTICIPANTS**

BLUEMERCURY  
CINEPOLIS  
COCO CIGARS  
FP MOVEMENT  
INFINITY  
LATE NIGHT GYPSY  
SALT & STRAW  
SCHOOL OF ROCK  
SKINLAB BY BARBA SKINCARE  
SPORTIVE  
THE KEY CLUB  
THE SPOT BARBERSHOP

COCOWALK

3015 Grand Ave Coconut Grove, FL 33133

[cocowalk.com](http://cocowalk.com)

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