

COCOWALK

Marketing Brief

2022 Year in Review

December 2022

CocoWalk E-Newsletters in 2022

COCOWALK

Hey, Bae
Crazy In Love with Beyonce? CocoWalk and Candlelight Concerts honor Queen B. Friday, December 16th at 7 PM with A Tribute to Beyonce. Look flawless in the plaza then dine at one of your favorite CocoWalk restaurants.

Upgrade You
Give yourself the gift of French Haute jewelry this season from Gas Bijoux. Slay all day at those holiday gatherings with solar chic pieces from the winter collection like the Alexi gold necklace.

Feelin' Yourself
Choose style and comfort this season at Sportive. Feeling generous? Put your love on top and grab a pair of Nike Air Force 1's for you and bae.

Tag us @CocoWalkMiami to be featured

COCOWALK

A Night for Celebration
Mamma Mia! Candlelight Concerts is coming to CocoWalk Friday, November 18th at 7PM with A Tribute to ABBA. Be the Dancing Queen underneath the 60-foot Kapok tree surrounded by thousands of flickering candles. Get your complimentary tickets to enjoy masterful musicians perform classical renditions of ABBA'S greatest Hits.

Grab & Graze
Gimme, Gimme, Gimme, Narbona's Grab & Go Personal Charcuterie Board! Snack on three different cheeses including Narbona's homemade reggiano cheese with dried salami and more. Purchase your board and add wine for the perfect concert experience.

Hungry for More?
Don't go wasting your emotions, make a reservation instead. Post-performance, dine at one of CocoWalk's chef-driven restaurants. Whether your craving Modern American cuisine and cocktails or have an appetite for Asian fare, there's a dining option for everyone. Visit our website for a complete list of restaurant offerings.

Tag us @CocoWalkMiami to be featured

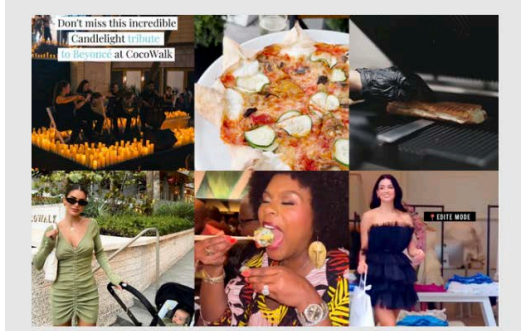
COCOWALK

Out of Cone-trol
Harvest came early with Salt & Straw's Fall Harvest Festival Series! Skip the Pumpkin Spice latte and go for the Beecher's Flagship Cheese with Apple Pie Cinnamon Rolls or cozy up with fruit and wine with the Pinot Poached Pear Sherbert. Want the scoop on all the flavors? Try them all with an ice cream flight, we won't judge.

Fit to Sprint
From athleisure fashion to marathon prep, Sportive has your back... and your ankles. Sport the On Cloud CloudEasy's on your recovery runs or pair them with your favorite pair of jeans for all the chill vibes. Shop styles from On Cloud to Nike and elevate your sneaker game.

Full of Flavor
Lunch or Dinner, we have gin-tastic plans for you. From starters like foam goat cheese dip to entrees like Grilled Spanish Octopus, Botanico's Miami Spice Menu is your chance to try Chef Gerardo B. De Negr's incredible dishes. Leave room for dessert - you don't want to miss out on that Gin & Tonic Cake.

Tag us @CocoWalkMiami to be featured



Total E-Newsletter Subscribers in 2022: 6,471

Increase in Organic Subscribers in 2022: 24% increase, 13% more than 2021

Total E-Newsletters Sent in 2022: 24

Average Open Rate in 2022: 58% open rate, 10% more than 2021

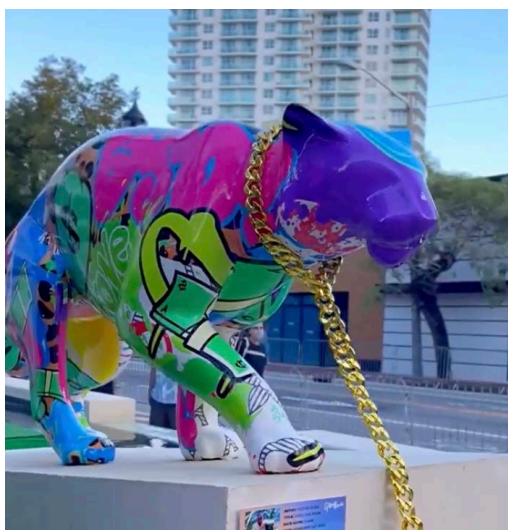
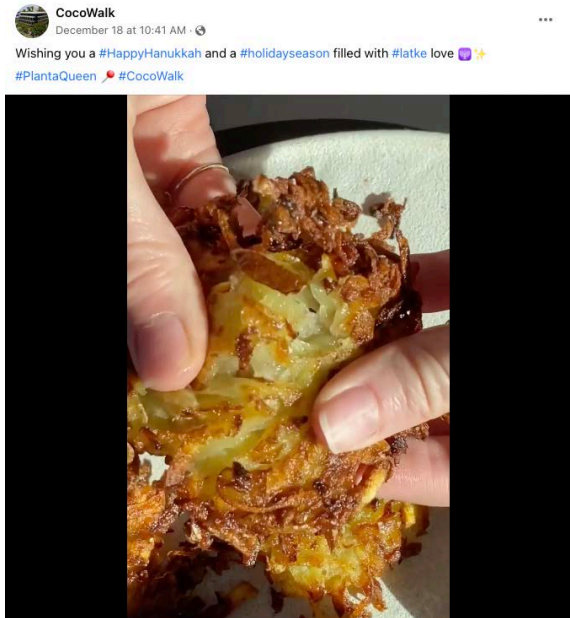
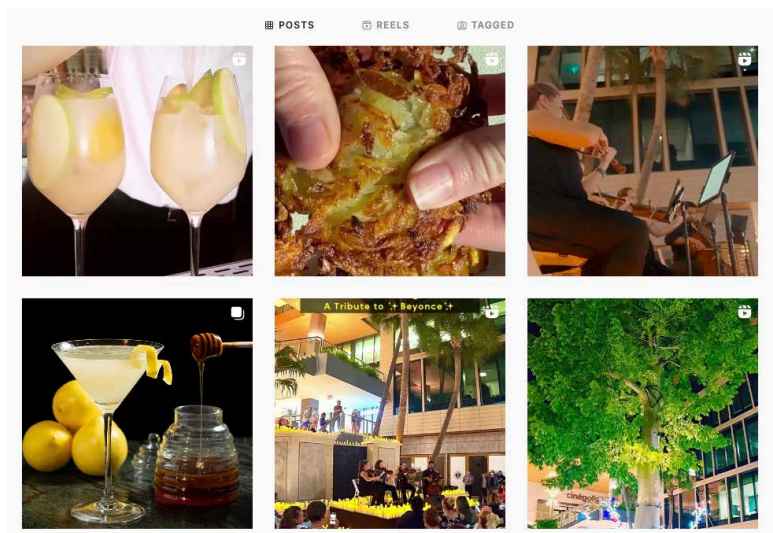
Social Footprint in 2022

Total Instagram Followers in 2022: 9644

Increase in Followers: 25% increase in followers, 3% more than 2021

Total Facebook Followers in 2022: 10k

Increase in Followers: 240%



2022 Large Scale Events

What: Coconut Grove Arts Festival

When: 02/19/22, 02/20/22, & 02/21/22

Partners: Coconut Grove Arts Festival, GOSA, & CocoWalk retailers & restaurants

Location: CocoWalk Plaza & CocoWalk Panther

What: Loud & Proud for Pride

When: 06/11/22

Partners: PLANTA Queen, The Key Club, Sushi Garage, Salt & Straw, Duck N' Sum, Pridelines, and Tito's Vodka

Location: CocoWalk Plaza



What: CocoWalk X Candlelight Present: A Tribute to ABBA & A Tribute to Beyonce

When: 11/19/22 & 12/16/22

Partners: Candlelight, Narbona, The Key Club, PLANTA Queen, & Botanico

Location: CocoWalk Plaza

COCOWALK

Marketing Brief

December 2022

Interested in creating an event with CocoWalk?

Email blawrence@grassrivermgmt.com to schedule a call!

Top Media Hits in 2022

TimeOutMiami(35.9KViews): Coconut Grove is one of the 30 coolest neighborhoods in the world

Thrillist(21.7KViews): Everything Fun You Can Do in Miami This Weekend

Miami Herald/Nuevo Herald(11k): Corporate flight to Miami: County rides another expansion wave. Who's opening offices?

January Digital Marketing Opportunities

- To increase the probability of being featured via the CocoWalk social channels, please provide January content by replying to blawrence@grassrivermgmt.com.
- Suggested content may include:
- Holiday specials:
 - 12-31-22 New Years Eve , 1-01-23 New Years Day, & 1-16-22 Martin Luther King JR. Day
 - New Years Eve Menu Packages & Reservations, New seasonal menus, Trunk shows or in-store events, Happy Hour/brunch/seasonal specials
 - Please include a short description about your event/promotion/seasonal menu or clothing line. We will make edits to fit the property's voice as needed. Hi-res, formatted images (NOTE: we are unable to resize/format/provide images for you, inability to follow criteria may limit your exposure).
 - Stock photos/images with copy overlay do not perform as well as "real-time" neighborhood images. Recommended sizes: Instagram 1080x1080 Facebook 1200x1200. Videos, Reels and TikTok are also great!

E-blast

○ To increase the probability of being featured in the CCW Newsletter sent out on January 10th and January 21st, please send your promos, images (images with copy on them will not be used), and content no later than January 3rd and January 14th. Please note copy and photos may be edited for branding purposes not all promos sent will be featured.

Save the Date: The Coconut Grove Arts Festival is Back!

When: Saturday, February 18th, Sunday, February 19th, and Monday, February 20th, 2022

What: The Coconut Grove Arts Festival returns this year. 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.

Partnership Opportunity: Tenant Market - Expand your footprint President's Day weekend and create an alfresco shopping experience for festival goers.

If you'd like to learn more on how you can participate, please email

blawrence@grassrivermgmt.com no later than Monday, January 29th, 2022.



COCOWALK



3015 Grand Ave Coconut Grove, FL 33133

cocowalk.com

© 2021 FRIT CocoWalk Owner, LLC
All rights reserved.