

Why Should the City of Naples Invest in the Miracle Mile

The Miracle Mile neighborhood has unique features:

- GSBN is a gateway to/from downtown Naples and the linchpin connecting Park Shore, Moorings, Coquina Sands and Old Naples..
- Residents and visitors utilize GSBN for scenic walking, jogging, cycling and beach access. Redevelopment should enhance convenience and safety.
- Lowdermilk Park is the only public beach park in Naples. It provides city residents, county residents, and visitors the opportunity to experience the best of Naples. Lowdermilk Park provides beach access for Coquina Sands residents.
- Multi-billion dollar redevelopment will provide millions in tax revenue to the City and Collier County for many years to come. This redevelopment has an immediate and long-term impact on jobs and the local economy. Economists would argue that every dollar increase in spending could have a multiplier effect as much as 4 times.
- The two top-quality beachfront hotels will enhance the Naples brand by making the Miracle Mile a key destination for city and county residents, as well as visitors from around the world.
- Redevelopment of the Miracle Mile includes low and midrise multi-family residences, and the Naples Beach Club hotel. Holistic planning of the streetscape design must align with what residents identify as the “charm” of Naples, as well as efficient strengthening of infrastructure.

The City Council and the Miracle Mile Committee are resident advocates. The residents along the Miracle Mile have suffered SEVER financial hardship from Hurricane Ian and are facing new Florida Condo laws that require more regulation and increasing investment by residents.