



Planning and Zoning Department - Economic Development Division

Quarterly Economic Report



Q1 2021



DORAL
FLORIDA



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Councilwoman



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ECONOMIC DEVELOPMENT DEPARTMENT MISSION:

The Economic Development division of the Planning & Zoning Department assists with the planning, analysis, and implementation of projects and programs relating to economic growth and community development in the City of Doral. Economic Development builds strategic relationships, seeks and administers grants, capitalizes on the City's opportunities and vigorously seeks out new businesses.

DORAL ECONOMIC DEVELOPMENT DIVISION IS HERE TO HELP



The Economic Development division plans, organizes, and implements an economic development program to promote the growth and development of the City's economic base and provide exceptional customer service to its business community. This division is devoted to elevating Doral as a world-class international and domestic destination for trade and commerce.



DORAL BUSINESS ASSISTANCE PROGRAMS

In the past 6 months, the Economic Development division has spearheaded programs to help Doral businesses, residents, non-profits, schools and HOAs survive and thrive during the COVID-19 pandemic. Here are a few of the ways we've been able to help. For more information on these programs, visit www.cityofdoral.com/businesses.

Doral CARES Small Business Assistance Grants & Emergency Rental Assistance Program – From October 1st to December 30th 2020, the City of Doral processed 663 Doral CARES Grant applications, awarding \$1.4 million to 264 businesses and residents who could demonstrate they had been impacted by the COVID-19 pandemic. Qualified businesses located in Doral were eligible to receive up to \$10,000 to reimburse them for expenses, and residents were able to request up to \$2,500 payments to their landlords to assist with their rent.

Community Based Organizations (CBO) Grant – In April 2021, the city approved nearly \$20,000 in grants to non-profit organizations to facilitate programs benefiting the community. Doral-based organizations that were awarded up to a maximum of \$5,000 in CBO Grant funds included DORCAM, Everlasting Dance Foundation, Miami Youth Orchestra and Power2Voice.

PTSA Grants – Throughout the challenging 2020/21 school year, the city offered its PTSA organizations up to \$6,000 each to augment educational programs in Doral schools. This year, schools were able to fund computer learning centers, musical instruments, reading programs and software to improve communication with students and parents.



LET DORAL HELP CHANGE THE FACE OF YOUR BUSINESS!

Façade Improvement Grant Program – From April through May 2021, the city accepted applications for the Façade Improvement Program, a reimbursement grant that provides financial assistance to businesses, homeowner associations and commercial property owners in Doral in order to stimulate private sector investment, beautification, economic growth and job creation in the City, by improving the appearance of the buildings within City boundaries. Eligible improvements include patching and painting, signage, lighting, windows, doors, awnings, canopies, landscaping, surface parking, railings and ADA improvements. The competitive grant may reimburse up to 50% of the costs, up to \$10,000 per property, for façade improvements.

Highly visible buildings along major roads and properties within the Doral Décor District are prioritized.

To learn more about our grant programs, visit:
www.cityofdoral.com/businesses/business-assistance

PLANNING AND ZONING PANDEMIC RELIEF PROGRAMS



The Planning and Zoning Department has facilitated several processes to help some of the hardest hit industries thrive and pivot during the COVID-19 pandemic.

- Temporary Outdoor Dining Permit – The city’s emergency ordinance temporarily allowing restaurants to have extended outdoor seating without additional fees was extended to December 31, 2021 to help eating establishments do business during the pandemic.
- Temporary Extended Business Tax Receipt – The city’s ordinance temporarily allowing businesses with an active/current Business Tax Receipt (BTR) to apply for a secondary temporary BTR letting expand their operations without additional fees was extended to December 31, 2021 to help businesses pivot during the pandemic.
- Temporary Hotel 50% Rental Ordinance – The city’s ordinance allowing up to fifty percent of individual hotel units to be occupied for more than six months was extended to December 31, 2021 to help hotels during the pandemic.

Find out more at www.cityofdoral.com/all-departments/planning-and-zoning.

DORAL SPEND LOCAL
★ Save Local ★

Don't miss out on this opportunity to help promote your business and keep it local!

We are looking for Doral businesses that want to create a positive impact on our economy and community by partnering with the City to encourage residents to Spend Local, Save Local. Doral businesses with a valid Business Tax Receipt, are invited to participate by offering a discount on products and/or services to residents. Participation will give exposure to your business, while helping our local economy!

FOR MORE DETAILS, PLEASE CONTACT
economic.development@cityofdoral.com
or visit: www.cityofdoral.com

DORAL FLORIDA

DORAL SPEND LOCAL
★ Save Local ★

Want to know which Doral businesses are offering great deals as part of this program? Visit our website for a complete list and just bring in your Spend Local, Save Local Card to enjoy discounts.

DORAL SPEND LOCAL
★ Save Local ★

CONGRATULATIONS ON RECEIVING YOUR "Spend Local, Save Local" CARD!

Use this at participating businesses in Doral to get great deals on goods and services for you and your family. SAVE MONEY WHILE HELPING YOUR LOCAL ECONOMY!

SPEND LOCAL Save Local

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DORAL SPEND LOCAL, SAVE LOCAL

Doral businesses can participate in the Spend Local, Save Local Program by offering a discount on products and/or services to residents. Participation gives exposure to your businesses, while helping our local economy. Participating businesses may be eligible for a promotional video produced by the city – at no cost to the business! Join over 120+ Doral businesses who have already seen the benefits of the program by visiting www.cityofdoral.com/businesses/local-discounts.

CAMACOL DORAL BUSINESS SPOTLIGHT

Every small business has a unique story, a reason for being. Now's the time to share your tale with the community and explain what makes your business special. CAMACOL and the City of Doral are proud to partner to bring you the "Business Spotlight" e-newsletter which will be sent to the community each week. The goal is to promote local businesses and help them thrive, especially during this time of recovery. If you are interested in being featured, tell us your story! Email us at economicdevelopment@cityofdoral.com. Please include name of your business, location, website and details on the services you provide and deals you'd like to highlight. We look forward to working together to make sure Doral's business community continues to succeed!

Grow with Google

PARTNER

GROW WITH GOOGLE AND THE CITY OF DORAL

It's official. The City of Doral is now an authorized Grow with Google Partner. The partnership began in September with the first of a series of Grow with Google workshops to help Spanish-speaking entrepreneurs develop their digital skills, reach new customers and thrive online. The series has so far consisted of eight free monthly webinars presented in Spanish by Vicente Pimienta, CEO @Digisults and Miami's Grow with Google Digital Coach. The workshops train participants on how to use free Google tools such as Google Sheets, Google Maps and Google Ads to increase their online presence. In Florida alone, more than 1.25 million businesses received requests for directions, phone calls, bookings, and reviews through Google last year. Don't be left out. Follow the City of Doral's social media accounts to find out about the next free Grow with Google workshop.



WELCOME TO DORAL! REQUEST A RIBBON-CUTTING FOR YOUR GRAND OPENING

Grand openings are a great way to let the community know you are open for business. Did you know you can invite the Mayor and Council to participate in your ribbon-cutting event? It's true. The city's officials appreciate that you've chosen Doral to open your business, and consider it an honor to welcome you to our thriving business community. We'll even bring the giant golden scissors to cut the ribbon, Doral-style.

To invite city officials, please contact economicdevelopment@cityofdoral.com and we'll help you through the quick and easy process.



TESTIMONIALS

Has the City of Doral helped your business during this difficult time? Is there a program, a grant, a ribbon-cutting, a contact that helped you weather the COVID-19 storm?

Let us know! Send us your brief testimonial to economicdevelopment@cityofdoral.com and we may print it in the next Quarterly Report.

MADE IN DORAL: A NEW WAVE OF HIGH-TECH MANUFACTURERS CALLS DORAL HOME

Everyone loves the glitz and glamour of a new restaurant opening. Residents flock to a new national retailer in town. They create buzz and excitement in the community as visible examples of Doral's economic growth. But the city's financial fortunes are also forged in its warehouses and industrial parks, where thousands of resourceful firms are producing innovative new technologies and cranking out critically important products far from the limelight and the social pages. In fact, according to the World Council on City Data, Doral is producing more patents in proportion to its population than Los Angeles, Toronto, Amsterdam or London. That's a tremendous accomplishment for a city that has yet to reach its 18th birthday. In celebration of Doral's unsung economic heroes, this report will feature just a few of the local manufacturers that are quietly making a difference in Doral – and beyond.

LOCALLY MADE MASKS MAKE NATIONAL NEWS

DemeTECH manufactures millions of FDA-approved masks in Doral



Not all masks are created equal. Just ask DemeTECH, a family-owned medical device manufacturing firm that has been making headlines for producing top-notch masks right here in Doral. From the New York Times to The Miami Herald, the company has attracted media attention after pivoting from its core business in surgical sutures and hernia mesh, to become the foremost producer of domestic surgical masks and N95 respirators in the region. The DemeMASK collection utilizes high-grade American-made materials, from the fabric to the packaging and extending to the machinery used in the factory. DemeTECH's commitment to making superior locally sourced products is rooted in pragmatic patriotism. "As a US medical device manufacturer, but more importantly as Americans, we felt compelled to assist in any way we could during this devastating global pandemic," says Luis Arguello Jr., Vice President of DemeTECH. "We have greatly expanded our production and staffing to meet the demands that COVID-19 has placed on our heroes in the medical community."

With millions of masks now available, DemeTECH is committed to quickly fulfilling local orders, while also supporting the Doral economy. To contact DemeTECH, call 305-824-1048 or email info@demetech.us, or visit www.demetech.us.

PBS' VIEWPOINT SHOWCASES DORAL NANOTECH FIRM

Edison Award-winning NOXTAK honored for EMF protection products



Sometimes you have to think small to bring about big changes. Doral-based nanotechnology company NOXTAK has been attracting attention for its innovative SPIRO products that protect people and devices from the potentially damaging effects of exposure to electromagnetic frequencies, or EMFs, that emanate from electrical devices computers, phones, Wi-Fi, and electrical wires. The firm recently won the prestigious Edison Award, one of the world's most revered technology prizes, for its SPIRO electro-smog filters. This honor attracted the attention of the producers of PBS television's Viewpoint with Dennis Quaid, which will feature NOXTAK in a future episode. NOXTAK was founded as a scientific project in Aruba in 2012 by Joaquin Machado and Marianella Romero before migrating to Doral in 2016 through its Sister Cities relationship with Aruba's capital city, Oranjestad.

HEALTHCARE IS HOT IN DORAL



Today, a healthcare boom is rapidly changing the wellness landscape, bringing new state-of-the-art facilities and a growing list of medical amenities to the city's residents and businesses. Residents will soon be able to choose from a bevy of healthcare options in their own neighborhood.

- Jackson West Medical Center @ 7800 NW 29th St. – coming in summer 2021
- Baptist Health Express Care Center @ NW 53rd Street and 84th Ave. - now open
- Baptist Health Medical Plaza @ 9915 NW 41st Street – now open
- Baptist Health Emergency Center @ NW 58th Street & 97th Ave. - coming soon
- Doral Emergency Room @ 10915 NW 41st St. – now open
- Skilled Nursing Facility @ 3635 NW 78th Ave – in development
- UHealth Medical Center @ 8351 NW & 53rd Terrace – in development

MEDICAL INNOVATIONS:

OrthoNOW APP offers virtual orthopedic care in Doral



Nobody schedules a sprained ankle. OrthoNOW Doral has been treating residents' unexpected injuries at its Doral walk-in facility for years, but like everything else, the COVID-19 pandemic has changed the ways in which we seek medical care. Now, the OrthoNOW APP and OrthoNOW Live telehealth services are making it easier to diagnose and treat life's painful surprises, wherever you are. The OrthoNOW APP makes it easier to access expert clinicians and staff by virtual #teleorthopedic appointments to handle emergency, rehabilitative and preventive orthopedic needs. Other features include electronic registration and e-referrals at the click of a button.

The OrthoNOW APP is available for download on Google Play and the Apple App Store, or at www.OrthoNOWmobileapp.com.



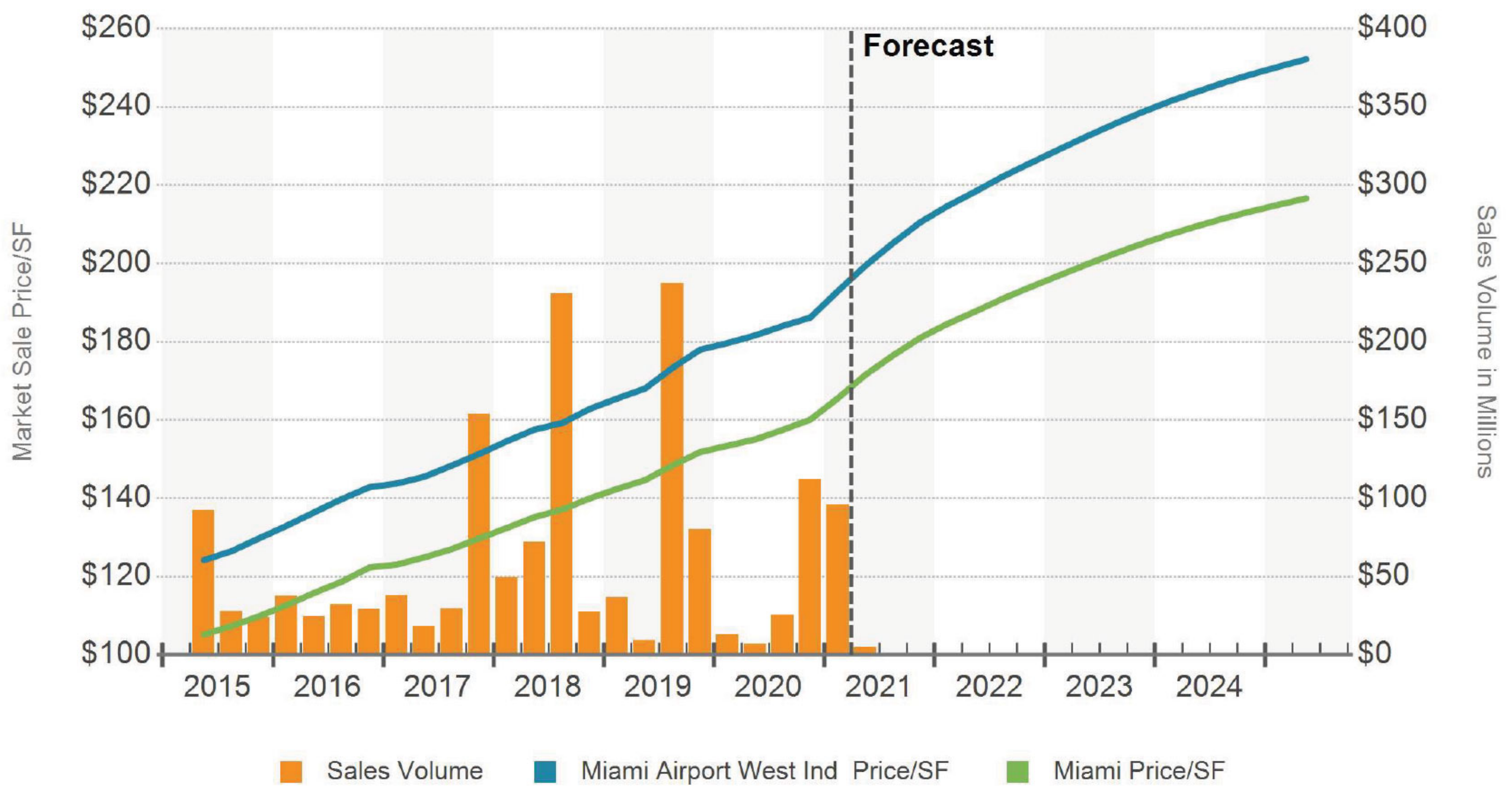
Leon Medical Centers honored with HIMSS Stage 7 Award

Doral-based Leon Medical Centers, Inc. announced in September that they have been honored with the Healthcare Information and Management Systems Society (HIMSS) Analytics Stage 7 Award, for the healthcare provider's continuous efforts to improve patient outcomes through the implementation of EHR technology practices. HIMSS is the world's leading non-profit advocacy and accrediting organization in the healthcare IT industry, which recognizes and ranks the preeminent healthcare organizations across the globe. National rankings are evaluated based on healthcare technology adoption within the organization on a scale from 0-7; with zero being completely paper-based and seven being a fully electronic implementation across all health records and associated tools within the organization. Leon Medical Centers is the only Medicare Advantage medical center in the entire country that has received the internationally recognized and prestigious distinction, which honors healthcare institutions that use technology at the most advanced levels and more importantly use it to measurably improve their patients' lives.

DORAL REAL ESTATE MARKET UPDATE

According to the real estate experts at CoStar, the city of Doral continues to provide opportunities for all business property types in South Florida, even during the COVID-10 pandemic. The following data provides an historic overview of the market for industrial, retail and office through Q1 2021.

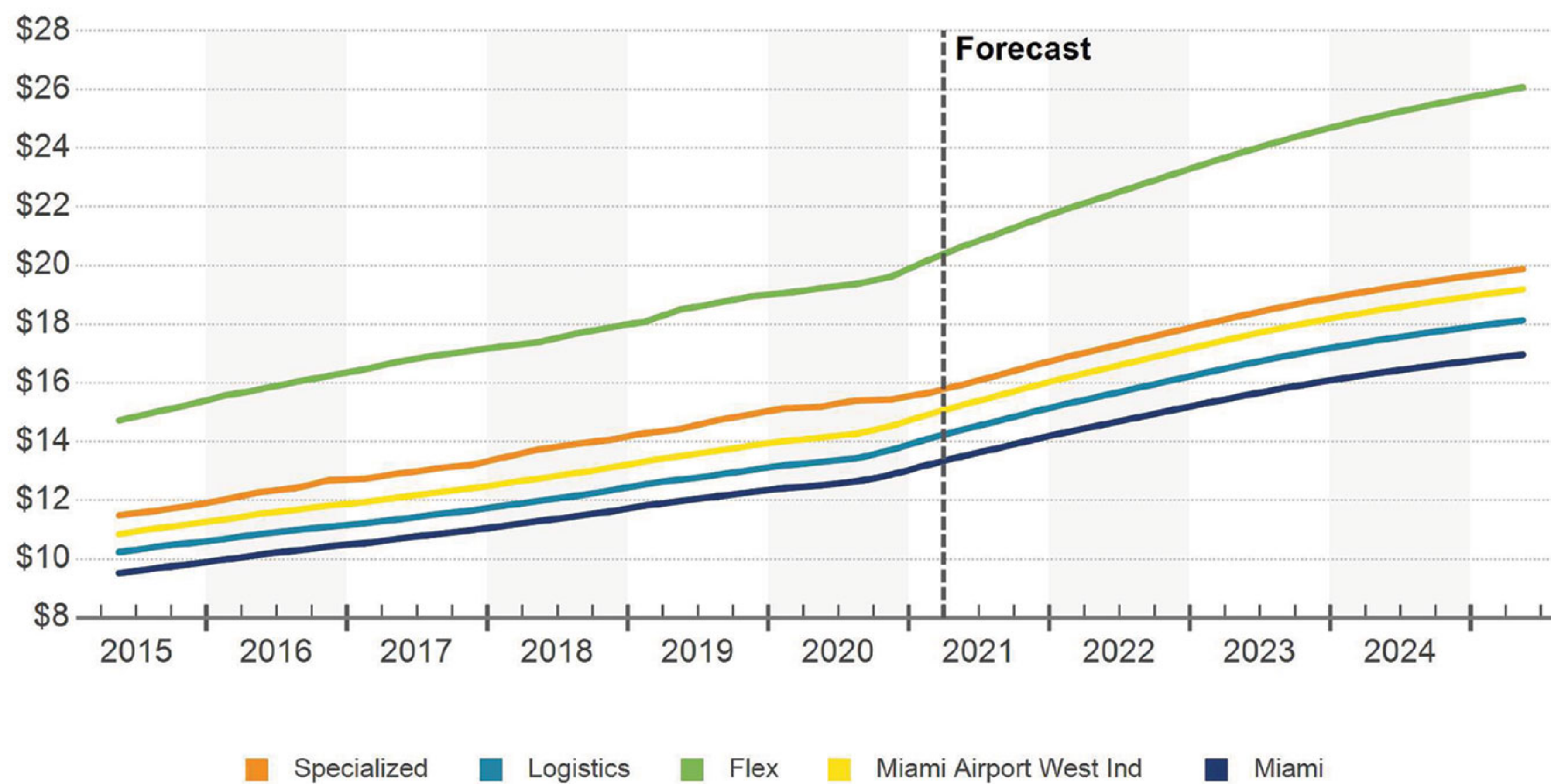
Industrial (Sales Volume & Price per SF)



Following decreased industrial trades in the early months of the pandemic, sales volume has bounced back in the Doral area. Annual volume is 15% higher than the 10-year average, with volume being especially high in Q1 of 2021. One of the largest industrial deals in Miami-Dade in the past year was the \$55 million sale of the 228,000-SF PepsiCo site February 2021. The \$240/SF price is 30% higher than market pricing in the area and 50% higher than market pricing across the county. Volume began to bounce back in Q4 of 2020 with the \$11.6 million sale of the 119,000-SF former printing facility for the Miami Herald, and the \$44 million sale of the 313,000-SF distribution center at Dolphin Commerce Park, also among the region’s largest deals in the past year.

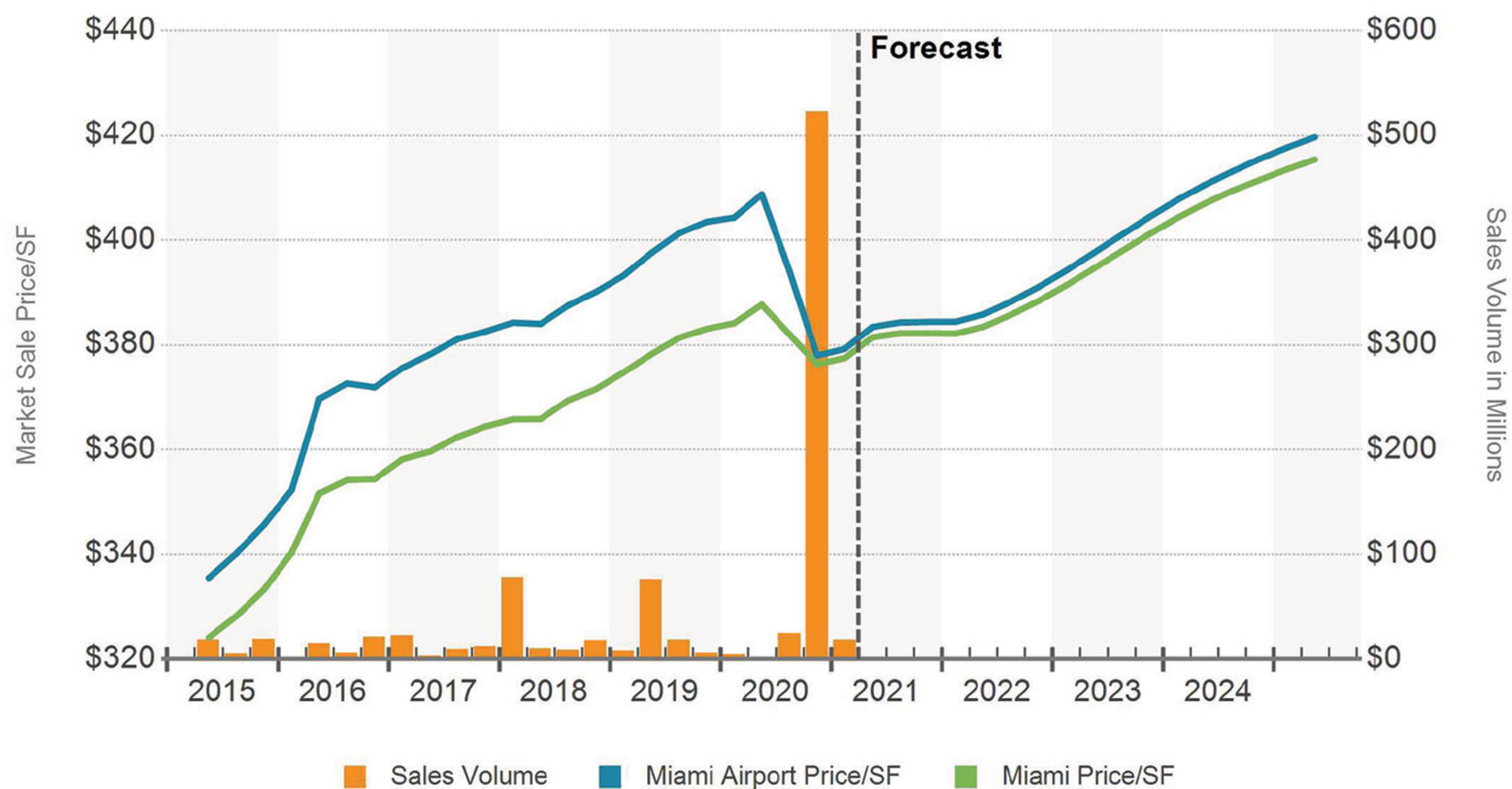
DORAL REAL ESTATE MARKET UPDATE

Industrial (Rent per SF)



Rent growth in Doral has recently rebounded after slowing for two years, with annual rent growth now in line with the metro rate near 7%. The Doral market has seen some of the most investment in Miami-Dade in the past year. At about \$15/SF, the average industrial rent in Doral is 13% higher than the metro average, but nearly 17% lower than the average rent in neighboring West Miami/ Coral Terrace to the south, where average industrial rents are around \$18/SF. The relatively high rent compared to the other airport submarkets, where rents average about \$13/SF, is due to the makeup of industrial space in Doral. While high-rent flex space makes up only 6% of industrial space across the metro, it represents 12% of stock in the Doral area.

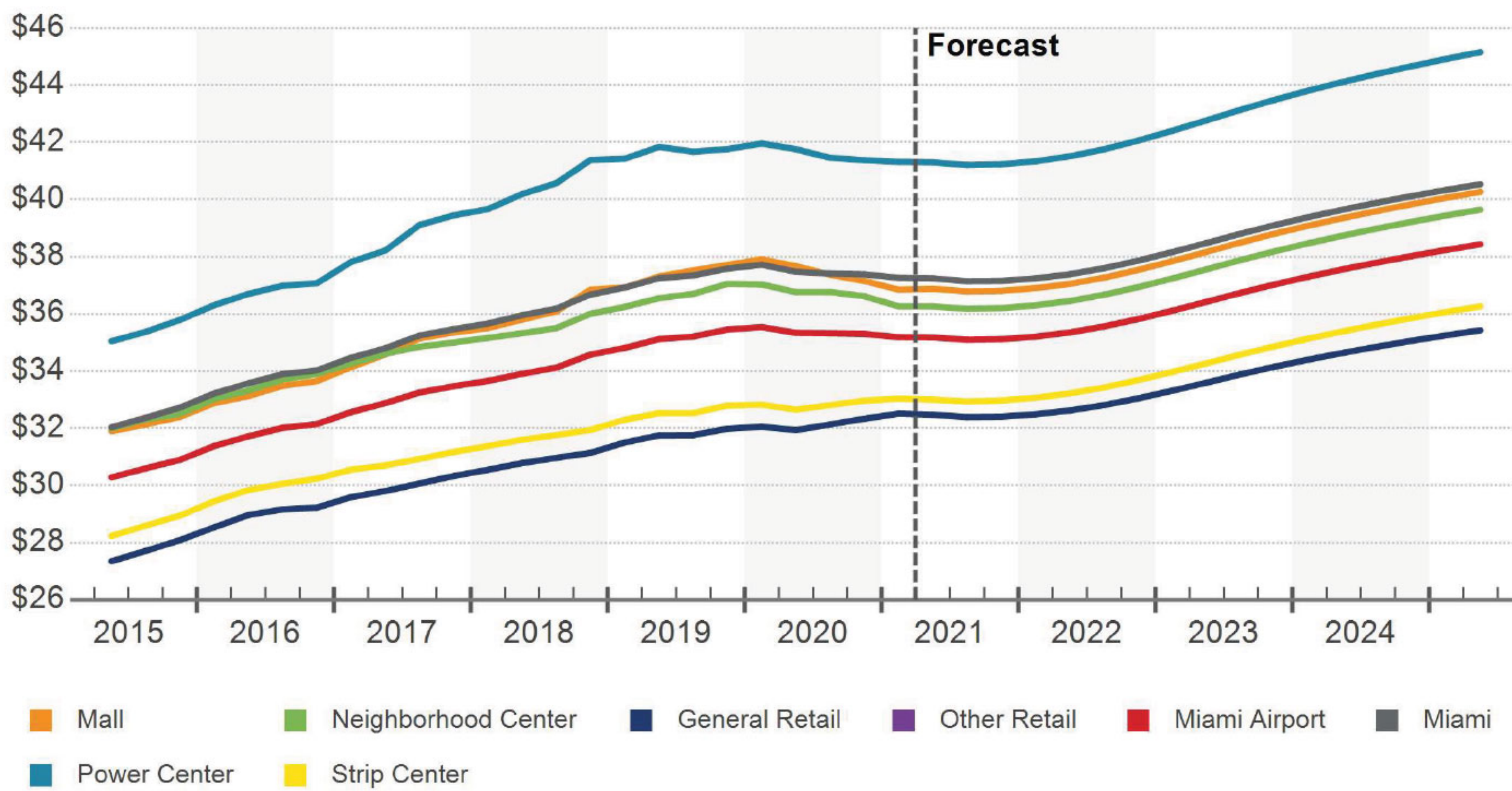
Retail (Sales Volume & Price per SF)



Retail properties trade with regularity in the Doral area, and this past year proved no different, as investors remained engaged in the submarket despite the uncertainty brought on by the pandemic. A huge Q4 2020 rebound proved that investor confidence in the strength of the market remains high.

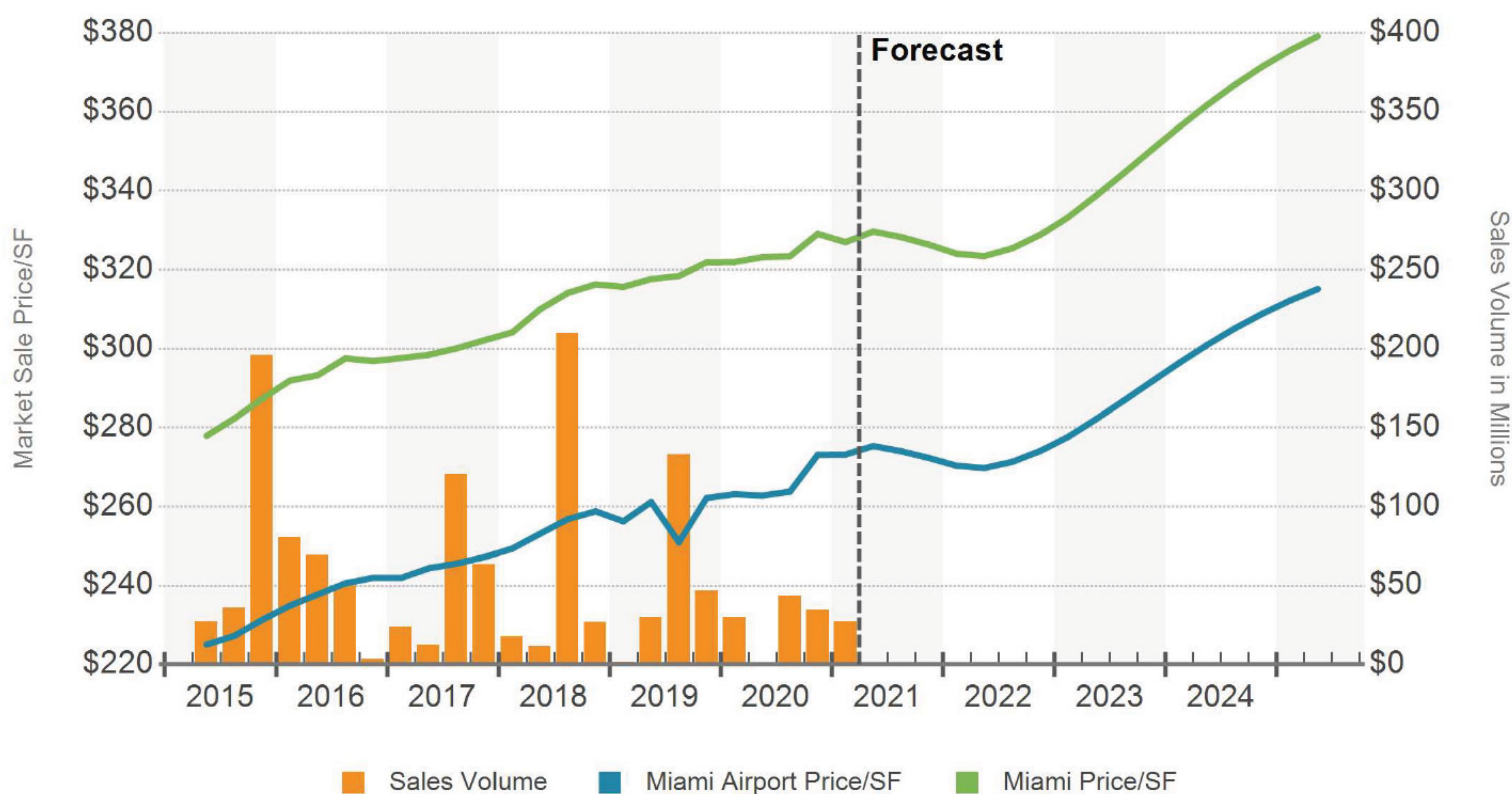
DORAL REAL ESTATE MARKET UPDATE

Retail (Rent per SF)



Though rental rates dipped about .06% in the past year during the pandemic, market pricing now sits at \$383/SF, which is in line with the region's average pricing. Forecasts remain optimistic that rates will remain flat before beginning to rise again within the next year, providing opportunities for entry into the market.

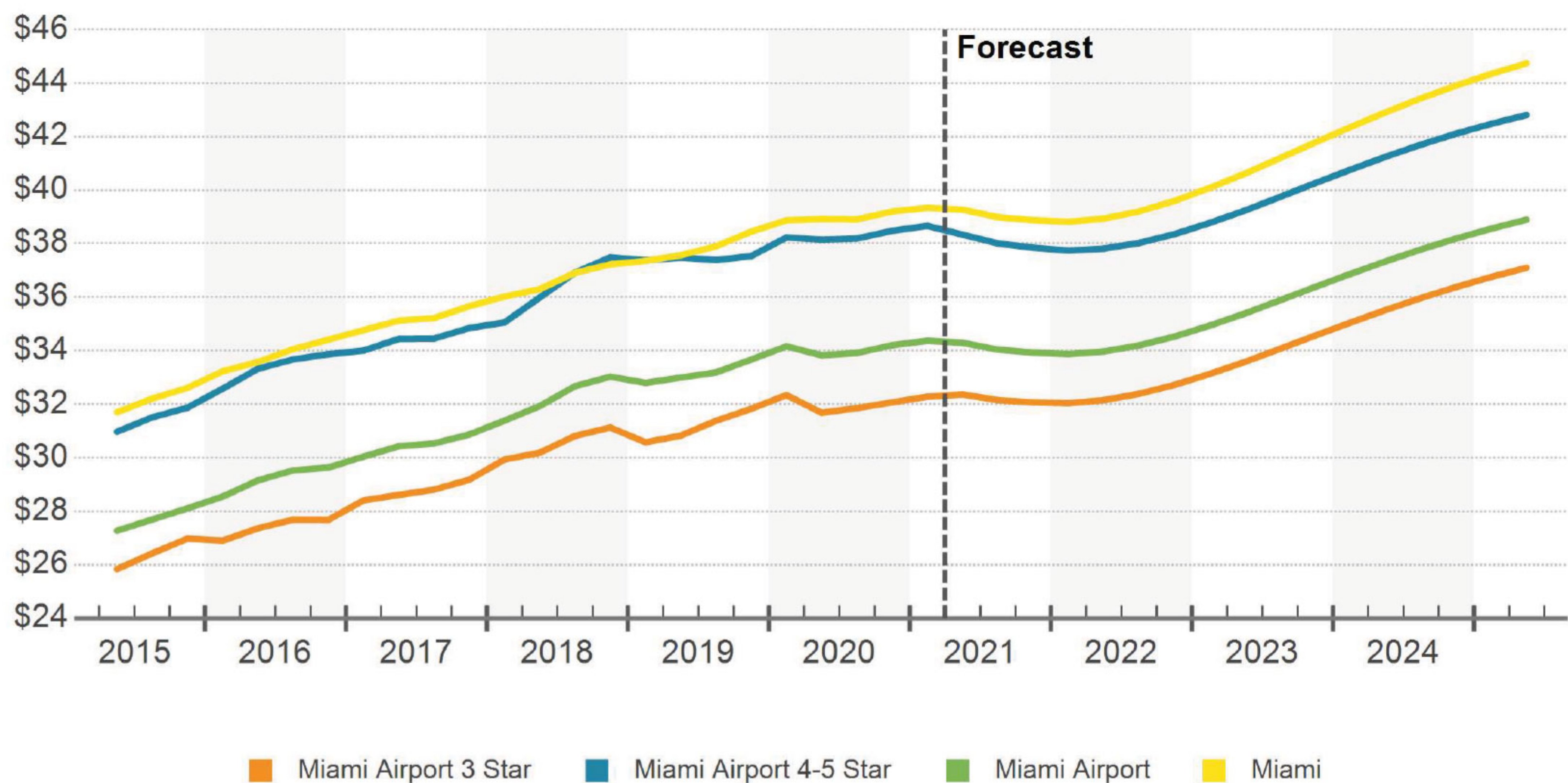
Office (Sales Volume & Price per SF)



Not surprisingly, office sales activity was down during the pandemic, with annual volume at a seven-year low of just over \$100 million. Even so, Dolphin Corporate Park sold in March to NYC-based Innovatus Capital Partners, who acquired the two office buildings, which total 165,000 SF, for \$29.4 million. In September, Banyan Street Capital bought two office buildings totaling 279,000 SF from Rialto Capital Advisors for \$43 million, a deal at \$154/SF.

DORAL REAL ESTATE MARKET UPDATE

Office (Rent per SF)



Annual office rent growth has been slowing in the Miami Airport area over the past six years as it has across the county. After growing by nearly 8% in 2018, rents have grown by just over 1% in the past year. The average asking rent for office space in the submarket is about \$35/SF, about 12% below the metro average. As such, the Doral submarket remains an excellent deal for companies needing office space, offering a roughly 20% and 35% discount to Downtown Miami and Brickell, respectively.



BREAKING GROUND ON THE FUTURE: DORAL PARKS FOR TOMORROW BOND REFERENDUM PROJECTS NOW UNDERWAY:

The City of Doral recently broke ground on several major public projects funded by the Doral Parks Bond approved by residents in 2018. Since the City's incorporation in 2003, the city's leadership has envisioned world-class parks with many amenities that would be multi-generational, multi-purpose and multi-seasonal – and now that vision is on its way to becoming a reality.

Doral Cultural Arts Center



On December 17, 2020, the City of Doral began construction of The Doral Cultural Arts Center in Downtown Doral, located between 53rd Street and 53rd Terrace, adjacent to the City of Doral Government Center. This facility will serve to celebrate the variety of cultures, arts, and experiences that make Doral so unique. Features will include a large art gallery space, a multi-purpose room, outdoor courtyards, area for catering, and public restrooms.

BREAKING GROUND ON THE FUTURE: DORAL PARKS FOR TOMORROW BOND REFERENDUM PROJECTS NOW UNDERWAY:

Doral Central Park



On March 15, 2021, the City of Doral broke ground on the build-out of Doral Central Park, located at 3000 NW 87th Avenue. The 82-acre park will be the largest in the city and one of the largest in the region. The park will include an indoor recreational facility, as well as an aquatics venue with a competition pool, learn to swim pool, splash park and lazy river. Outdoor amenities will include meandering walking paths, tennis courts, basketball courts, baseball/softball diamonds, picnic areas, skate spot and pump track and sensory playscape area. Additional activities that will take advantage of the lake are a wetland trail, canoe/kayak/paddle boat launch, lake front trails and a lake front promenade. The park will have a formal events lawn to serve as the city's special-events hub with the addition of an open-air amphitheater. All new vehicular traffic pathways, parking and normal and special occasion lighting and landscaping will also surround the park.

Find out more at www.cityofdoral.com/parksbond



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