



ECONOMIC DEVELOPMENT

CITIZENS ACADEMY
OCTOBER 15, 2019



Economic Development



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

Economic Development Goals



FACILITATE BUSINESS creation, attraction, expansion, retention

BE VISIBLE and establish relationships with business organizations

PROMOTE CITY TO BUSINESS COMMUNITY through trade shows, partnerships, presentations to business groups and investors, trade missions, Sister Cities relationships

CREATE PARTNERSHIPS with Beacon Council, Miami-Dade County, GMCVB, SBDC @ FIU, Enterprise Florida, SBA

HOST, SPONSOR OR ATTRACT workshops, conferences, events, FAMs, educational activities

ENCOURAGE START-UPS & HELP EXISTING FIRMS through information, education, incubators, accelerators & connections

Business Attraction & Retention



The **Economic Development** division promotes the City of Doral as a business-friendly destination and provides information, guidance and support to businesses of all sizes interested in relocating to the city, as well as existing organizations seeking to expand their operations in Doral. The division promotes the City to businesses through advertising, media relations, presentations, sponsorships, conferences and partnerships...but nothing beats great word of mouth from a trusted source.

Supporting Start-Ups



Helping new businesses get started on the right path is a key goal. One of the **Economic Development** division's ongoing initiatives is **StartUp Doral**, a monthly new business orientation in partnership with the Doral Chamber of Commerce designed to provide practical information to start-ups about starting and growing a new business in Doral.

All new businesses receive a Welcome Packet with a letter from the Mayor and information about business programs in Doral.

Business Community Partnerships



The **Economic Development** division engages with the business community and informs business groups, chambers of commerce, realtor associations and other civic organizations to provide a dependable point of contact for businesses and share information about Doral's economy, the City's goals and ongoing initiatives.



Business Education

Department of Regulatory & Economic Resources
Office of Economic Development & International Trade

Going Global

FREE Workshop

Your ultimate toolset for import/export business trade expansion!

presented by
 Jose "Pepé" Diaz
Mayor, City of Doral

Tuesday, January 31, 2017
8:30 a.m. - 12:00 p.m.

Doral Government Center
8401 NW 53 Terrace
Doral, FL 33166

LEARN ABOUT:

- Strategies for global expansion
- Cultural considerations
- Terms of Sale (INCOTERMS)
- Risk Assessment and Risk Management
- Legal considerations and regulatory compliance
- Shipping, Agencies and International Transport
- Export/Import working capital program
- Trade grants

Don't delay, reserve your seat today!
1 space reservations will be granted. Space is limited and participation will be limited. First come, first served. For reservations, contact Sheri Ann at sanni@seandiaz.com

Register here:
<http://seandiaz.com/goingglobalworkshop2017.aspx#info>
Deadline: January 26, 2017

Featured Expert Presenters:

- Lena Mendez, IT Advisor
- Barbara Pineschi, Director, Customs Broker & International Logistics, Inc. (CBIL)
- Rita Prester, CEO & Founder, Pro Management
- Johanna K. Stein, Esq., Attorney, Stein Law Firm, P.A.

Partners: PORTAMM, DORAL, ENTERPRISE FLORIDA, FICOP, EMT, FIBA, ACCION, EXIM, ITC CORP, ITC COMMISSION, MIAMI DAD



DORAL Florida

Doral Mayor and Council in conjunction with the Economic Development Advisory Board Presents:

DORAL BUSINESS FORUM

February 8, 2018 - 9 a.m.-12 p.m.
Doral Government Center, Multipurpose Room
RSVP: economicdevelopment@cityofdoral.com

Adam Roberts
Miami-Dade County
Office of Economic Development and International Trade
International Trade Program for Miami-Dade Businesses

Schneider Torres
Director, South Florida U.S. Export Assistance Center
U.S. Department of Commerce
DNC Export Assistance

Jacqueline Bonito
Regional Director, South Florida SBDC at FIU
SBDC Services & Capital Sources for Small Businesses

Bonnie Garmann
City Vice President, Business Banking Division
US Century Bank
ADA Lender

Phyllis Bennett
City Vice President
Prospera
Prospera Services for entrepreneurs to start & develop a business

Talibee Arise
President of Small Business
SBA South Florida
Small Business Resource Channel
Partner of the Year 2016
Growing your business in 2018

Jose De La Torre
Managing Partner
The Business Forum Group
at Doral
No, it's not a Mist!

DORAL MEANS BUSINESS

Interact with engaging speakers and experts in business, higher education, government and trade

Find out how to do business in Doral and Miami-Dade County

Learn about resources and tools to address today's business challenges

Build relationships that foster mentorship opportunities for small businesses

Learn how to boost brand awareness and generate leads

Network with Doral's small business community

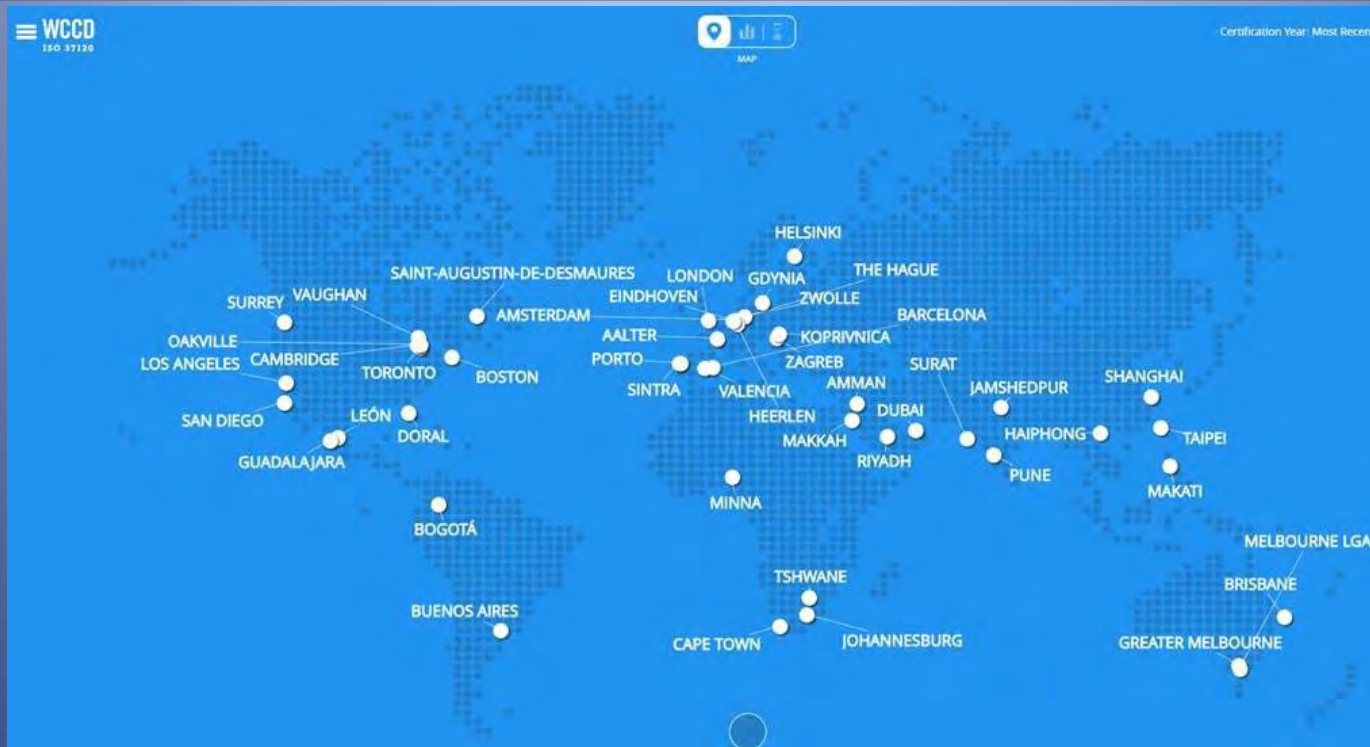
The Economic Development division works with organizations like the SBA, Miami-Dade County, The Beacon Council, Enterprise Florida, SBDC @ FIU, GMCVB, US Department of Commerce, Florida Export Finance Corporation, and Prospera to connect businesses with resources, educate entrepreneurs of all ages and empower business creators.

Expos & Trade Shows



Doral participates in expos and trade shows, including the National Association of Latino Elected Officials (NALEO), Unbound Miami and eMerge Americas, the innovation expo designed to serve as a catalyst for South Florida's innovation evolution.

Smart City



The division supports IT to collect updated statistical information, analyze economic data, and inform the business community about Doral's smart city strategy. Doral is a certified platinum-level Smart City by the World Council of City Data (WCCD).



WCCD International Certification



In 2016, Doral obtained the World Council on City Data's Platinum Level Certification for ISO 37120 which includes over 100 wide-ranging data points verified by a third party.

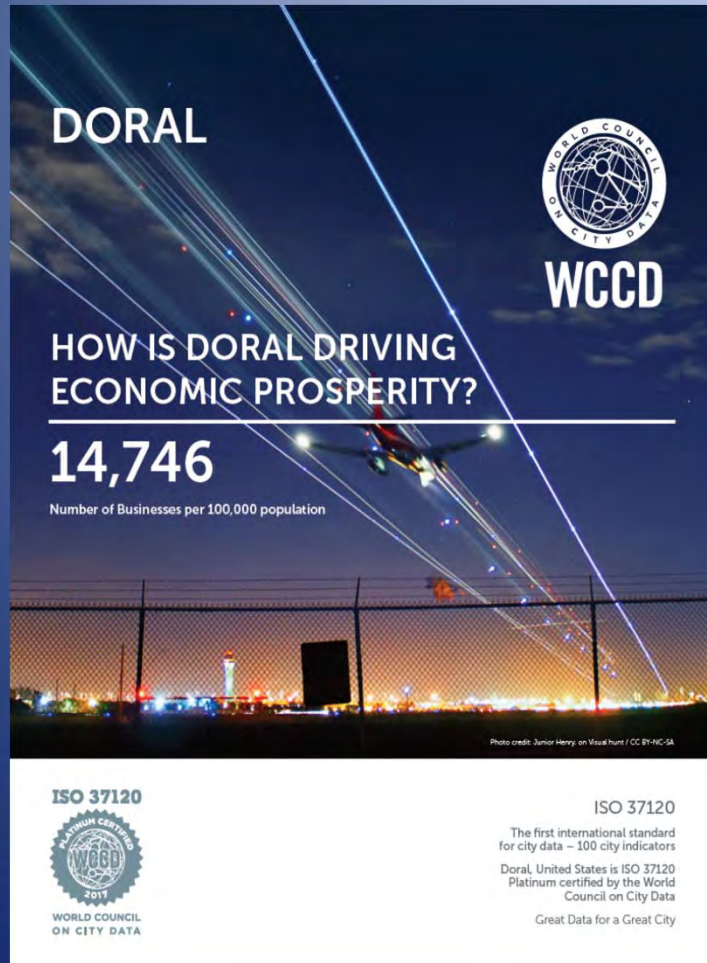
Through this international certification, Doral joins a network of cities adopting a culture of data to drive innovation.

WCCD's data provides verifiable measurement of a city's performance relative to other great cities of the world - and the opportunities for the City to showcase its strengths.

Doral is the only city in Florida to achieve this certification, and 1 of only 5 in the US, including Boston, LA, Portland & San Diego.

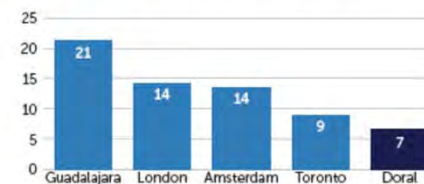


Building the Case for Investment

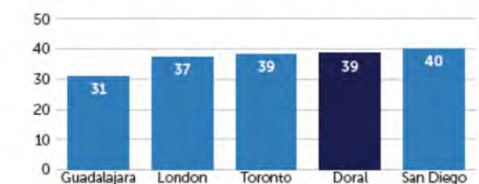


DORAL IN A GLOBAL CONTEXT

WCCD ISO 37120 INDICATOR 8.1:
Clean air - Low particulate concentration (PM 2.5)



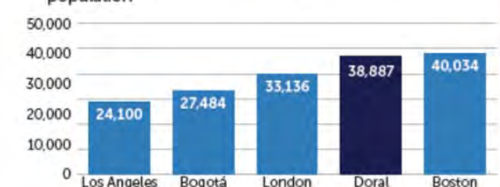
WCCD ISO 37120 INDICATOR 5.4:
Percentage of persons in full-time employment



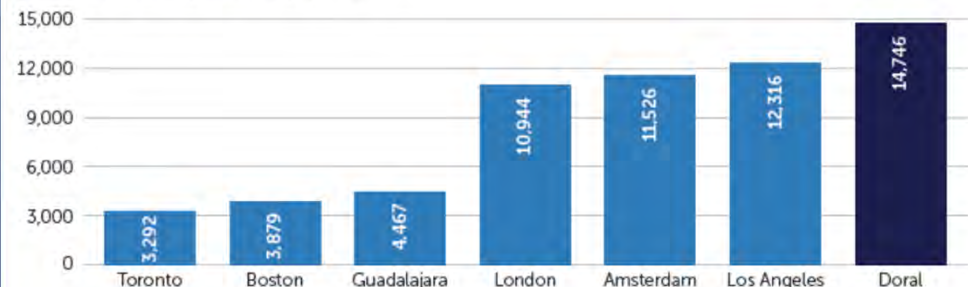
WCCD ISO 37120 INDICATOR 5.7:
Number of new patents per 100,000 population per year



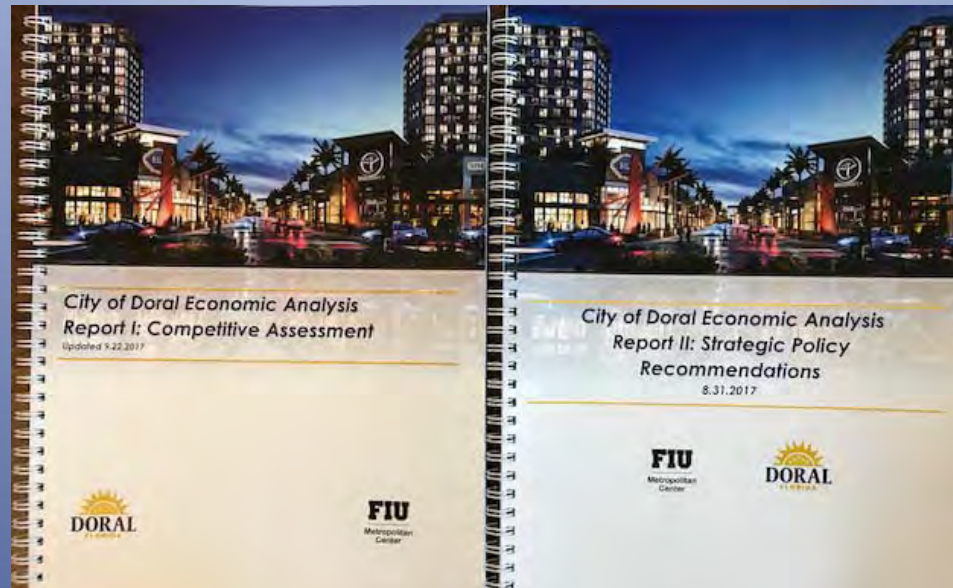
WCCD ISO 37120 INDICATOR 6.7:
Number of higher education degrees per 100,000 population



WCCD ISO 37120 INDICATOR 5.6:
Number of businesses per 100,000 population



FIU Economic Study



The **Economic Development** division worked with FIU on a major economic study of the City of Doral, including detailed data on the city's booming economy, a competitive analysis and strategic recommendations. The study has provided economic data to underpin decision-making and inform the comprehensive plan.

<https://www.cityofdoral.com/businesses/economic-study-assessment/>

FIU Economic Study Findings



FIU Assessment: “A Small City with Major Economic Impact”

- ❖ 2% of County Population, 10% of all County Jobs
- ❖ Employment grew 2.6 times faster than the County
- ❖ Advanced Industries target sector accounts for over \$2B in local sales, “good jobs”
- ❖ 2016 sales revenue = \$69.4 Billion
- ❖ Doral is among the County’s most important sub-economies
- ❖ Significant growth forecast as development/redevelopment continues

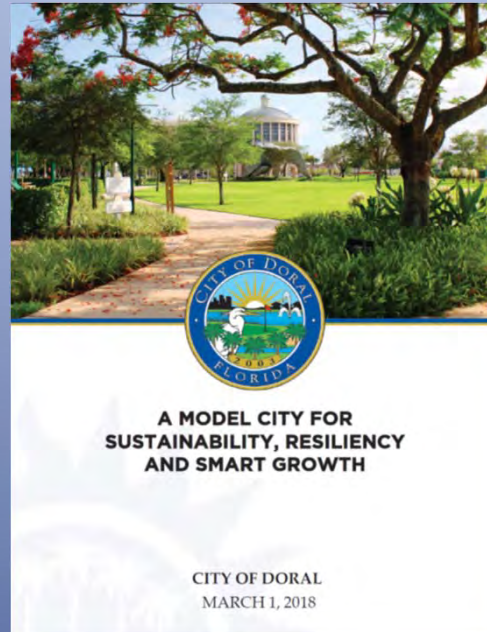


Largest Industry Clusters

City of Doral, Largest Traded Industry Clusters			
Industry Cluster	Establishments	Employees	Sales Revenue
Distribution and Electronic Commerce	852	16,906	\$42,144,266,000
Business Services	832	9,786	\$1,350,741,000
Transportation and Logistics	541	7,997	\$1,026,555,000
Hospitality and Tourism	186	7,560	\$16,181,413,000
Local Entertainment and Media	15	4,841	\$148,393,000
Marketing, Design, and Publishing	154	2,883	\$200,520,000
Apparel	9	2,870	\$878,242,000
Information Technology and Analytical Instruments	70	1,721	\$285,312,000
Financial Services	173	1,490	\$460,554,000
Insurance Services	117	1,146	\$266,578,000
Aerospace Vehicles and Defense	27	798	\$98,813,000
Communications Equipment and Services	99	730	\$422,227,000
Education and Knowledge Creation	100	637	\$11,892,000
Construction Products and Services	50	486	\$176,762,000
Performing Arts	42	422	\$36,504,000
Metalworking Technology	22	404	\$52,956,000
Printing Services	33	379	\$51,196,000
Downstream Chemical Products	11	259	\$158,954,000
Food Processing and Manufacturing	20	241	\$92,206,000
Water Transportation	25	193	\$42,687,000
Medical Devices	15	190	\$29,278,000
Downstream Metal Products	11	177	\$20,085,000
Paper and Packaging	11	175	\$37,922,000
Jewelry and Precious Metals	24	157	\$21,423,000
Automotive	13	125	\$34,754,000
Video Production and Distribution	17	113	\$44,833,000
Total	3,469	62,686	64,275,066,000
City of Doral Totals	6,802	102,235	69,482,379,000
Top 30 Clusters, Percent of City Total	51%	61%	93%

Source: InfoUSA 2016. Analysis performed by the FIU Metropolitan Center

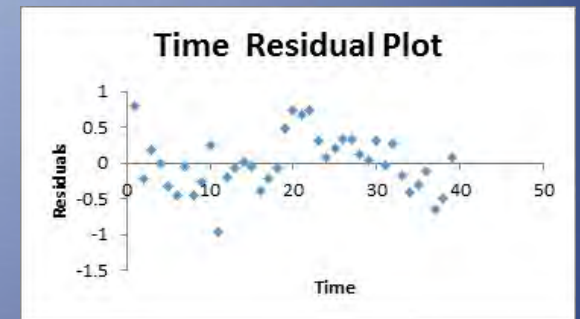
Model City Report



The **City of Doral Model City** document provides a comprehensive overview of the city's business environment and economic advantages, its sustainable built environment, transportation, development review and approval process, cultural and educational options, parks, public safety and all of the current developments underway in the city.

<https://www.cityofdoral.com/businesses/>

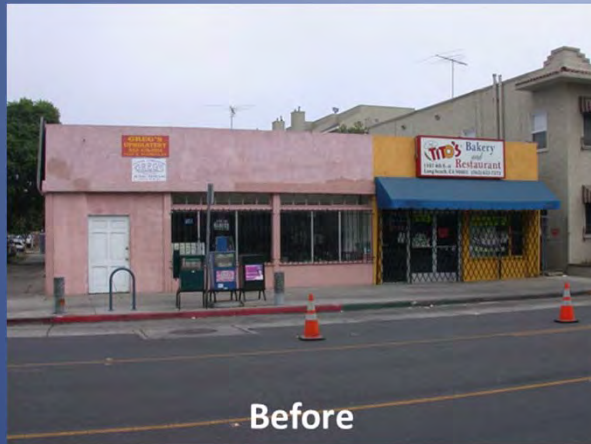
Business Analytics



The **Economic Development** division provides economic information, growth statistics, demographics, real estate trends and other important indicators to create in-depth reports that can aid with data-driven decision-making, using services like CoStar and regional data sources.



Business Assistance



- New Business Welcome Packet
- Façade Improvement Grant Program
- Community Based Organizations (CBO) Grant
- PTSA Grants
- Property Assessed Clean Energy (PACE)
- Brownfield Program
- Waive fees for solar panels





Façade Improvement Grant

50% REIMBURSEMENT UP TO \$10,000

- Doral has expanded this program to all businesses and Homeowners Associations within the city boundaries.
- The grant program offers eligible businesses up to 50% reimbursement up to \$10,000 per project for façade beautification projects in the City of Doral.
- Grant covers painting, signage, lighting, awnings, landscaping, ADA upgrades, siding, fencing, windows, doors, sidewalks, parking & pedestrian amenities
- cityofdoral.com/businesses/business-assistance



Before



After



Community Based Organizations (CBO) Grants



PROGRAMS/PROJECTS BENEFITING CITY

- CBO Grants are intended to help non-profits plan, develop and implement sustainable projects that will serve the needs of the greater Doral community.
- Maximum amount of request is limited to \$5K per non-profit organization per fiscal year, and is geared to assist new programs/projects in obtaining a head start rather than to sustain it throughout its life cycle.
- Grant categories are: Community Development, Education, Art & Culture, Health/Human Services, Civic Engagement, Environmental programs/projects.
- Application at www.CityofDoral.com

The cycle is open now until May 17

Property Assessed Clean Energy (PACE)



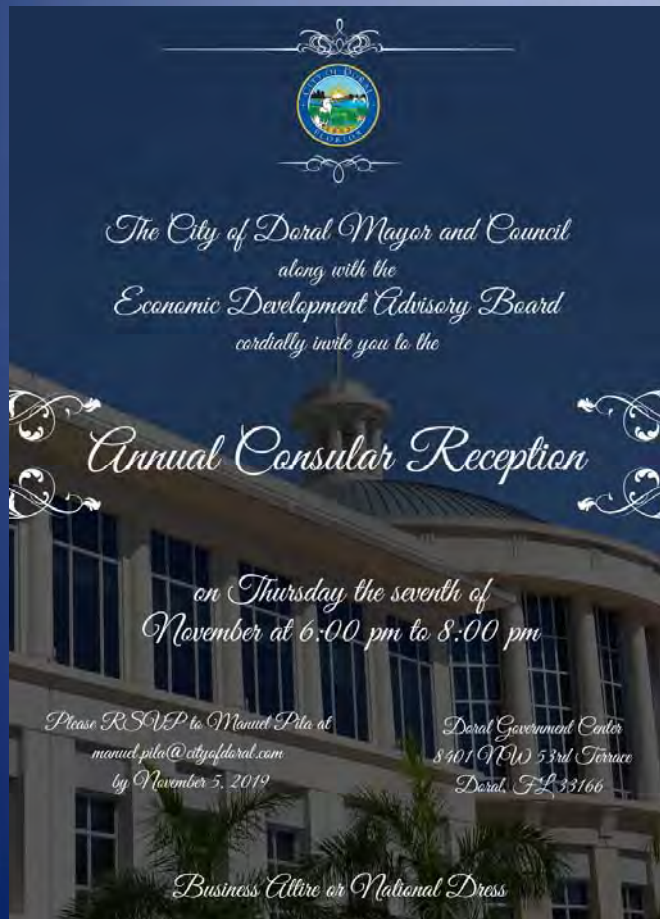
CLEAN ENERGY
GREEN CORRIDOR
BY YGRENE



INVEST IN CLEAN ENERGY UPGRADES

- PACE is a state program that incentivizes property owners to finance energy-saving property upgrades.
- Eligible improvements include new impact windows and doors, solar panels and efficient air conditioners.
- PACE allows property owners to pay for energy-efficient upgrades by accessing the equity in their homes. Property owners can choose terms between 15-25 years and pay off their investment through an add-on to their yearly tax bill.
- cityofdoral.com/businesses/business-assistance

International Relations



The **Economic Development** division works with many global partners to broaden economic opportunities for the City of Doral and stimulate investment. The division works with organizations like AmCham, Miami-Dade County ITC, consulates and trade offices to coordinate diplomatic visits and events like the Consular Reception, organize trade missions, provide educational opportunities and deliver individualized attention for international companies seeking to do business in Doral.



Sister Cities Program



In 2015, the Economic Development division recommended new policies and procedures for a revamped Doral Sister Cities program and entered into negotiations with municipalities in Latin America, the Caribbean and Europe. The **City of Doral** has signed Sister Cities agreements with **Armenia, Colombia; Barranquilla, Colombia; Guatemala City, Guatemala; Oranjestad, Aruba; and the Xixhi District of New Taipei City, Taiwan.**

RHYTHM FOUNDATION Presents **RITMO Doral**



MARCH 14, 2020 6 PM @ DOWNTOWN DORAL PARK

RITMO Doral is free, family-friendly festival promoting cultural, diplomatic, educational and business ties.

The 2019 edition featured Grammy-winning group LA SANTA CECILIA and cultural performances, art and installations from Doral's Sister Cities.

The event included business networking, diplomatic and cultural activations throughout the week.

Ritmo Doral was a winner of the Knight Arts Challenge Grant.



Marketing - Telling the Doral story



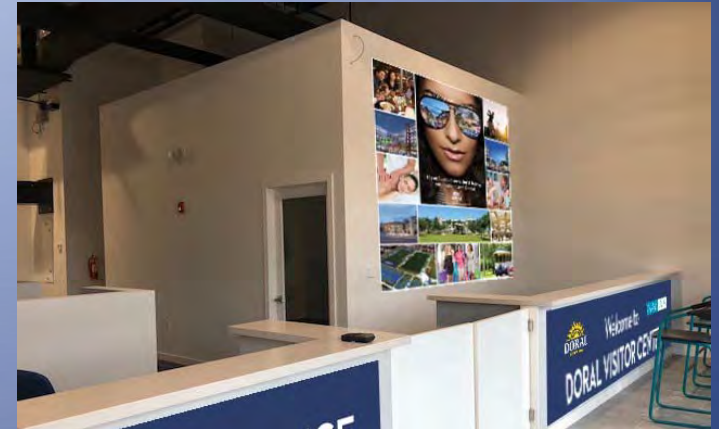
- Expand outreach to attract new businesses & residents.
- Promote Doral as a world-class business destination to targeted demographics in international markets.
- Increase advertising and social media outreach in our region as well as high-tax US states and other key domestic markets.
- Maximize presence on tech-driven business platforms with data reports, sponsored content and editorial coverage.
- Showcase the city's programs through online ED tools.
- Work with partners like Beacon Council, Visit Florida.
- Launch Doral Visitor Center with GMCVB.



Destination Doral

DORAL VISITOR CENTER NOW OPEN

- New Doral Visitor Center in partnership with GMCVB
- Offer information & personalized service to visitors
- Communicate & collaborate with growing hotel industry
- Promote new shopping, dining, entertainment venues
- Attract and encourage conferences & FAMs
- Support media, branding & promotional opportunities
- Support events & programs like the city's 'Spend Local, Save Local' discount program



DORAL 2020 OUTLOOK



- Low taxes & high municipal investment in infrastructure, technology, safety, quality of life and communication
- Dedication to data – Economic Element of Comprehensive Plan
- Increased regional & international cooperation
- Robust growth across many sectors, including technology, logistics, trade, communications, health care
- Programs to help businesses thrive



CITY OF DORAL