

**RESOLUTION No. 20-73**

**A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, WAIVING THE COMPETITIVE BID PROCESS PURSUANT TO SECTION 2-321 OF THE CITY'S CODE OF ORDINANCES, APPROVING AN AGREEMENT WITH URBAN 3 ECONOMIC DEVELOPMENT CONSULTANT TO CONDUCT A 3D ECONOMIC ANALYSIS MODEL FOR THE CITY OF DORAL, IN ORDER TO UNDERSTAND OUR CURRENT TAX BASE AND CURRENT ECONOMIC HEALTH IN AN AMOUNT NOT TO EXCEED \$25,000.00; AUTHORIZING THE CITY MANAGER TO TRANSFER AND EXPEND BUDGETED FUNDS FROM ACCOUNT No. 001.40005.500400 TO ACCOUNT No. 001.40005.500310 AND EXECUTE THE AGREEMENT ON BEHALF OF THE CITY, PROVIDING FOR IMPLEMENTATION; AND PROVIDING FOR AN EFFECTIVE DATE**

**WHEREAS**, On March 6th and 7th, 2020, the City of Doral Mayor and Council and City Administration participated in Strategic Planning sessions to discuss priorities and implementation of the city's strategic goals. Among the strategic priorities identified were 'Growth and Redevelopment', 'Growing the Tax and Revenue Base', and 'Preservation of the Industrial Jobs Base' of the city, which keeps the overall taxable rate one of the lowest in the county; and

**WHEREAS**, On March 6th and 7th, 2020, the City of Doral Mayor and Council and City Administration participated in Strategic Planning sessions to discuss priorities and implementation of the city's strategic goals. Among the strategic priorities identified were 'Growth and Redevelopment' and 'Growing the Tax and Revenue Base'; and

**WHEREAS**, On March 12, Miami-Dade County and the City of Doral implemented a State of Emergency order to contain the spread off the Coronavirus, immediately shutting down all major events, implementing social distancing regulations, closing non-essential businesses and limiting many business uses in the city; and

**WHEREAS**, the economic impact was immediate, with restaurants, hotels and retail establishments discontinuing or severely reducing their operations within the city. While the economic repercussions are still being felt, current economic data on the impact of the shutdown remains elusive; and

**WHEREAS**, the City of Doral Economic Development division is contacting businesses individually to advise them about possible government economic incentives and coordinate local promotions among small businesses, these strategies are only temporary and small scale compared to the overall economic health; and

**WHEREAS**, the city seeks to create both a short term and long term economic development plans by engaging an economic data consultant to study the present economic data and show how a project based approach post Covid-19, can impact policy decisions to return to a positive tax basis, and expand our long term strategy of redevelopment by comparing and modeling efficient land uses that can provide the greatest tax and revenue base, and offer recommendations on how to mitigate the negative economic impact of the Coronavirus shutdown on Doral's economy, as well as, position the city to adapt, rapidly recover, and thrive in the future; and

**WHEREAS**, staff has identified Urban 3 as being a highly specialized economic development firm that offers an 'MRI' or snapshot of the economy visually through proprietary software and analysis, and has the ability to model multiple scenarios through individual economic redevelopment strategies; and

**WHEREAS**, staff respectfully requests that the Mayor and the City Council-Members approve the agreement/proposal with Urban 3 Economic Development

Consultant, and the reallocation of Economic Development funds within the Planning Department's currently funded 2019-2020 budget, in order to study and present to council a clear picture of our current economic data showing how our land use decisions impact the tax base of the city and the consultant will suggest future land use recommendations on how to mitigate future fluctuations of economic impacts and economic changes; and

**WHEREAS**, funds for this service will be available in the Planning and Zoning Professional Services account, # 001.40005.500310 with a transfer of \$15,000.00 from Travel & Per Diem account 001.40005.500400.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DORAL AS FOLLOWS:**

**Section 1.** The above recitals are confirmed, adopted, and incorporated herein and made part hereof by this reference.

**Section 2.** The agreement/proposal with Urban 3 Economic Development, and the transfer of funds necessary to complete the services agreement as presented, and to implement policy strategies into the City of Doral Comprehensive Plan, Code of Ordinances, and/or internal programs/ grants/ services post Coronavirus shutdown on Doral's economy, positioning the city to rapidly adapt, recover, and thrive in the future, is hereby approved.

**Section 3.** The City Manager is authorized to enter the City into an agreement, for the term of the contract and any necessary extension periods, to study and present current economic data, compare and model land uses that can provide the greatest tax

and revenue base, and suggest recommendations that will be brought back to the City Council, on how to mitigate the negative economic impact of the Coronavirus shutdown on Doral's economy, in an amount not to exceed \$25,000.00 per the contract's terms of service.

**Section 4.** The City Council of the City of Doral, Florida hereby authorizes the City Manager to transfer funds from (Economic Development) Travel and Per Diem Account #001.40005.500400 in the amount of \$15,000.00 to professional Services Account, # 001.40005.500310.

**Section 5.** The City Manager and the City Attorney are hereby authorized to take such further action as may be necessary to implement the purpose and the provisions of this Resolution.

**Section 6.** This Resolution shall take effect immediately upon adoption.

The foregoing Resolution was offered by Councilmember Mariaca who moved its adoption. The motion was seconded by Councilmember Cabral and upon being put to a vote, the vote was as follows:

Mayor Juan Carlos Bermudez	Yes
Vice Mayor Christi Fraga	Yes
Councilwoman Digna Cabral	Yes
Councilman Pete Cabrera	Yes
Councilwoman Claudia Mariaca	Yes

PASSED AND ADOPTED this 13 day of May, 2020.

  
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JUAN CARLOS BERMUDEZ, MAYOR

ATTEST:

  
\_\_\_\_\_  
CONNIE DIAZ, MMC  
CITY CLERK

APPROVED AS TO FORM AND LEGAL SUFFICIENCY  
FOR THE USE AND RELIANCE OF THE CITY OF DORAL ONLY:

  
\_\_\_\_\_  
LUIS FIGUEREDO, ESQ.  
CITY ATTORNEY