

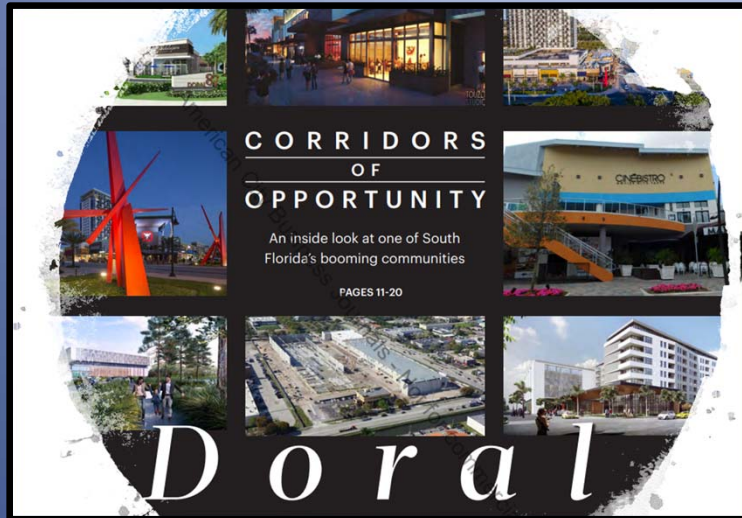


ECONOMIC DEVELOPMENT

CITIZENS ACADEMY
OCTOBER 27, 2020



Economic Development



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

Business Attraction & Retention



The **Economic Development** division of the **Planning and Zoning Department** 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, or expanding their operations in, the City of Doral. The division provides site selection support, orientation on regional incentives, institutional referrals and process guidance to potential new businesses. The division helps existing firms to expand with economic data, industry connections and business assistance.



Business Assistance and Grants

- Doral CARES Small Business Assistance Grant
- Doral CARES Emergency Rental Assistance Grant
- Façade Improvement Grant Program
- Community Based Organizations (CBO) Grant
- PTSA Educational Grants
- Property Assessed Clean Energy (PACE)
- Brownfield Program
- Doral Spend Local, Save Local program





Start-Up Education



Business Tech Webinar

Join us for advice and tips from the experts to help develop and strengthen your e-commerce business tools.

**Tuesday, August 25, 2020
10am - 11am**

Webinar Link: <https://attendee.gotowebinar.com/register/3988223751844582158>

Moderator
Manuel Pila, Economic Developer

Welcoming Remarks
Juan Carlos Bermudez, Mayor

Panelists:
Tools for Website Enhancements
Vicente Pimentea, CEO @Digsault
Miami's Grow with Google Digital Coach

Security
Rob Vazquez, Chief Security Officer, Clarium Managed Services

Internships
Miami Dade College
Cynthia Bice, EdD
Dean of Faculty, West Campus

City of Doral
Gledys Gonzalez, IT Director
Carlos Olivares, IT Assistant Director
Sergio Fernandez, IT Security Manager

Connect with us    @CityOfDoral
www.cityofdoral.com

JOIN US ON TUESDAY OCTOBER 13TH AT 11:00 AM

HOSPITALITY & RESTAURANT SHOWCASE

BOUNCING BACK TOGETHER




 BILL TALBERT CEO OF GREATER MIAMI CONVENTION & VISITORS BUREAU	 WENDY KALLERCIS CEO OF THE GREATER MIAMI & BEACHES HOTEL ASSOCIATION	 TERY SORIAN REGIONAL DIRECTOR OF SALES & MARKETING DRIFTWOOD HOSPITALITY
 PETE DE LA TORRE CEO CAMACOL DORAL	 HORACIO OLIVEIRA CM. PIOLA'S IN DORAL	 CARLOS GAZITUA CEO OF SERGIO'S

 Special Guests: **Joe Chi**, President of Camacol & **Manuel Pila**, City of Doral
communications@camacol.org


Grow with Google
DIGITAL COACHES

Próximos Eventos con City of Doral

RSVP: bit.ly/GDCMiami

24 de septiembre 11am-12pm, EST Habilidades Digitales para el Trabajo Diario.	 Vicente Pimentea Miami's Grow with Google Digital Coach
15 de octubre 11am-12pm, EST Ponga Su Negocio Local en Google Search y Maps.	
5 de noviembre 11am-12pm, EST Alcance Clientes en Línea con Google.	
3 de diciembre 11am-12pm, EST Use YouTube para Crecer Su Negocio.	

In partnership with:



Helping new businesses get started on the right path is a key goal. Economic Development collaborates with partners like Google, Miami-Dade College and FIU on workshops, training events, industry updates, and informational campaigns designed to provide valuable practical information to help start-ups and small businesses maximize growth.



Community Partnerships



The Economic Development division works with important regional and national institutions like the Small Business Administration (SBA), The Miami-Dade Beacon Council, Florida's Small Business Development Center (SBDC) at FIU, Enterprise Florida and non-profits like Prospera to connect businesses with resources, educate entrepreneurs of all ages and empower the next generation of savvy business creators.



Expos & Conferences



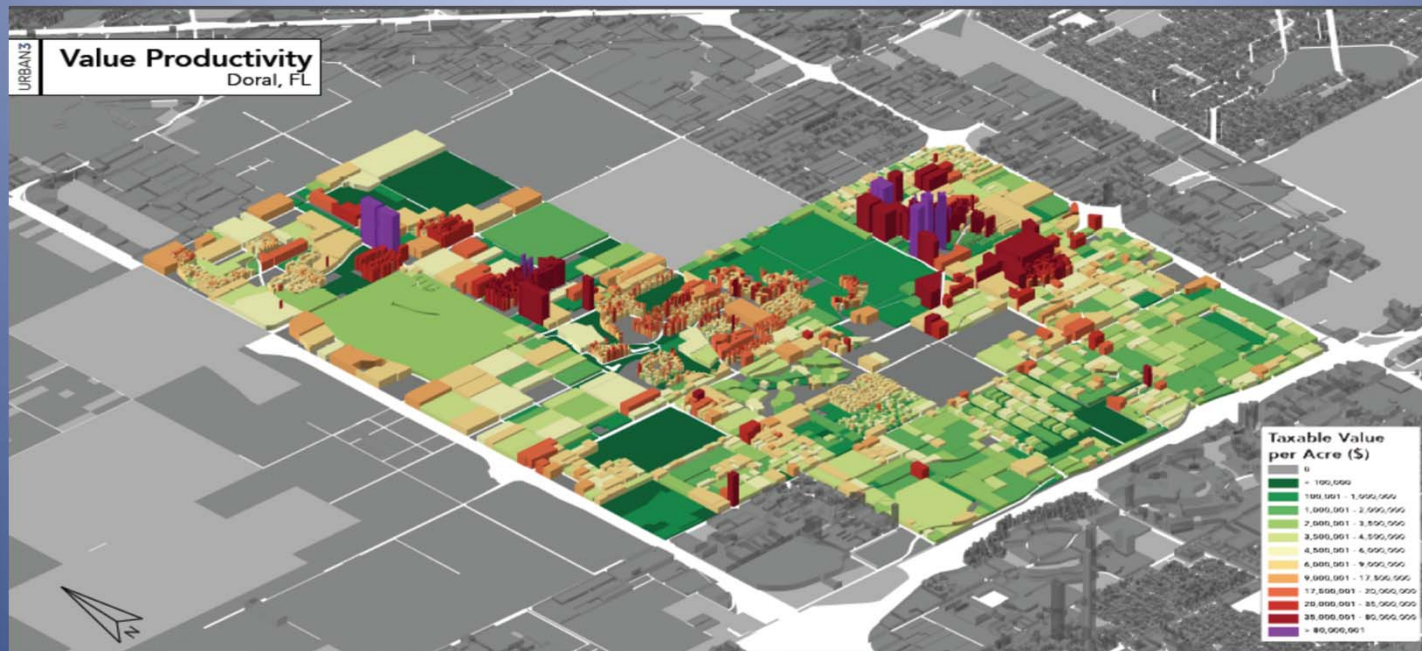
The City of Doral participates in business expos and conferences, including local and international business events like the Community Networker Business Expo and Invest Miami Conference, governmental gatherings like the National Association of Latino Elected Officials Convention and the Miami Dade League of Cities Best Practices Conference, and cutting-edge technology expos like eMerge Americas and the Dell Future Cities Showcase.

Smart City Certifications



Doral is a certified platinum-level Smart City by the World Council of City Data (WCCD). The division supports IT in these comprehensive certifications by collecting and analyzing economic data and informing the business community about Doral's smart city strategy.

Consultants – Urban3



Urban3 is a real estate economics firm that maps the financial health of built environments to inspire communities to think differently about development, land use, and public policy. Urban3 is developing an economic 3D model and measuring the economic effect of land uses within Doral, as well as in the surrounding county, to inform data-driven land use decisions.



Consultants – Business Flare



City of Doral

Post-COVID Economic
Development and
Redevelopment Strategy

September 2020

Prepared by
BusinessFlare

Business Flare is an Economic Development consultant engaged to review current economic recovery strategies and advise the City on enhancements. Business Flare is providing staff and decision makers with recommendations on how to take advantage of current trends, enhance competitiveness and implement an effective post-COVID economic recovery plan. Business Flare is also analyzing redevelopment opportunities within the city that may offer the best return on investment for the municipality, its businesses and residents, and the county.

Post COVID

Recovery



Recovery is Consumer Driven

- Consumer confidence
- Current behaviors
- Generational behaviors
- Stimulate consumer demand



Business Issues

- Real estate uncertainty
- Labor decisions
- Uncertainty over future expenses



Government issues and actions

- Falling tax collections
- Invest in improving consumer confidence (safety and health)
- Invest in preserving businesses (grants and loans)
- Regulatory uncertainty and enhancements

International Relations



Beyond the local community, the division works with many global partners to broaden economic opportunities and stimulate investment. The division coordinates diplomatic visits and trade missions to attract international companies and administers Doral's Sister Cities program. Doral has signed Sister Cities agreements with Armenia and Barranquilla, Colombia; Guatemala City, Guatemala; Oranjestad, Aruba; and the Xixhi District of New Taipei City, Taiwan.



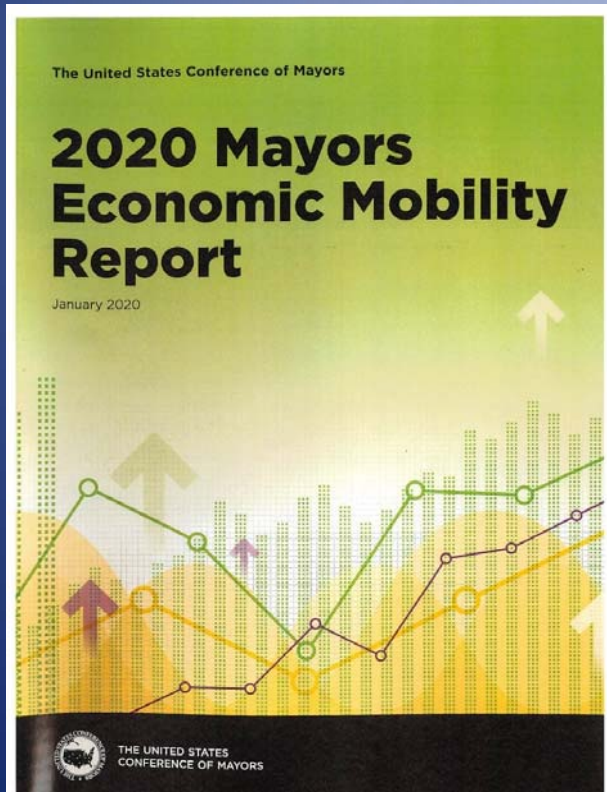
Marketing - Telling the Doral story



- The division works closely with Public Affairs to promote Doral as a world-class business and travel destination to targeted demographics in international and domestic feeder markets.
- Increase advertising and outreach in our region as well as other key markets.
- Work with partners like Visit Florida and the Greater Miami and the Beaches Hotel Association (GMCVB) on destination marketing.
- Administer the Doral Hotel Committee and support destination marketing co-op campaigns on Expedia and Cvent worth over \$250K.



US Conference of Mayors Economic Mobility Report



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2020 Mayors Economic Mobility Report

Doral, FL

Mayor Juan Carlos Bermudez

Population: 70,420
Median Income: \$76,184
Poverty Rate: 12.8%

StartUp Doral
StartUp Doral is a monthly business venture orientation workshop designed to provide practical information to start-ups and entrepreneurs about the process of starting a new business in Doral, and becoming a vendor with the city. The workshops feature presentations by senior city staff as well as guidance from business experts from the Doral Chamber of Commerce. The division works with organizations like the SBA, SBDC @ FIU, Miami-Dade County, The Beacon Council, Enterprise Florida, the US Department of Commerce, the Florida Foreign Trade Association, and Prospera to reach businesses, educate entrepreneurs, and empower the next generation of savvy business creators.

Facade Improvement Grant Program
Doral's Facade Improvement Grant Program facilitates redevelopment by reimbursing up to 50% of the costs, up to \$10,000 per property, for facade improvements. The program is available for the renovation of all business structures, commercial properties and publicly visible HOA entry features within the City of Doral. Highly visible buildings along major roads and properties within the Doral Décor District are typically prioritized. Grant applications are accepted by the City Clerk during advertised grant application cycles and reviewed by an Evaluation Committee whose recommendations will be brought to the City Council meeting for approval.

Youth Programs: Florida International University - Assistance to Public Schools
The City's PTSA/PTA Grant Program is a way to assist Doral schools to realize and implement key programs that help their students succeed in their education. Each school applies for \$6,000 in grant funds each school year to support educational programming in a variety of categories. The City also provides \$1,500 per school for the purchase of basic school supplies to be distributed to Doral public schools. In 2019, twelve schools received the grant and school supplies, totaling nearly \$100,000 in budgeted funds.

The City of Doral also provides paid internship opportunities through its relationship with Florida International University. Additionally, the City provides a free trolley service to the University, which is outside of the City's borders, to facilitate higher education for Doral residents.

Doral's Code Explorer's Camp
The City of Doral offers a wide variety of summer enrichment programs. The Code Explorers Camp inspires young minds to learn about programming and gain practical knowledge in robotics, Internet of Things, Virtual Reality, modeling and manufacturing.

The City also offers Soccer Camp, Dance Camp and more through Camp Unbeatable, a multi-sports and multi-function camp program where children engage in indoor and outdoor recreational activities and receive a unique Life Skills Training Program created by life coaches, family therapists, and certified teachers.



30 The United States Conference of Mayors



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