ECONOMIC DEVELOPMENT

CITIZENS ACADEMY
OCTOBER 23, 2018

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, seeks 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, MIA, Port Miami, Miami Free Zone, Sister Cities Int'l

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

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

BUSINESS ATTRACTION

The **Economic Development** division promotes the City of Doral as a business-friendly destination and provides information 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.

BUSINESS CREATION

One of the **Economic Development** division's ongoing business creation initiatives is **StartUp Doral**, a monthly new business orientation designed to provide practical information to start-ups and entrepreneurs about starting a new business in Doral.

The workshops feature presentations by senior city staff from **Planning and Zoning**, **Building**, and **Code Compliance**, as well as guidance from business experts.

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 about Doral's economy, the City's goals and ongoing initiatives.

BUSINESS EDUCATION

The **Economic Development** division works with organizations like the SBA, Miami-Dade County, The Beacon Council, the Florida Foreign Trade Association, and BizNovators to connect businesses with resources, educate entrepreneurs of all ages and empower the next generation of savvy business creators.

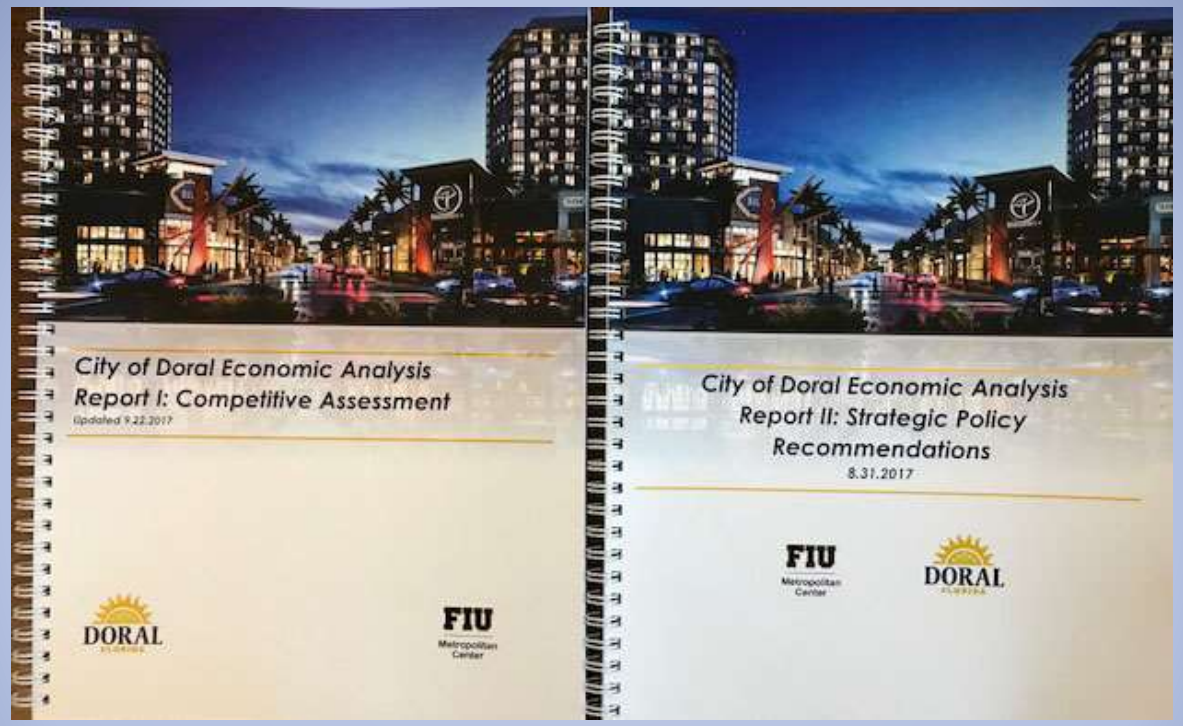
EXPOS & TRADE SHOWS

The **City of Doral** participates in expos and trade shows, including **eMerge Americas** and **Unbound Miami**, cutting-edge technology expos designed to serve as catalysts for South Florida's rapid evolution into a global tech hub.

SMART CITY CERTIFICATION

World Council of City Data – Platinum Certified

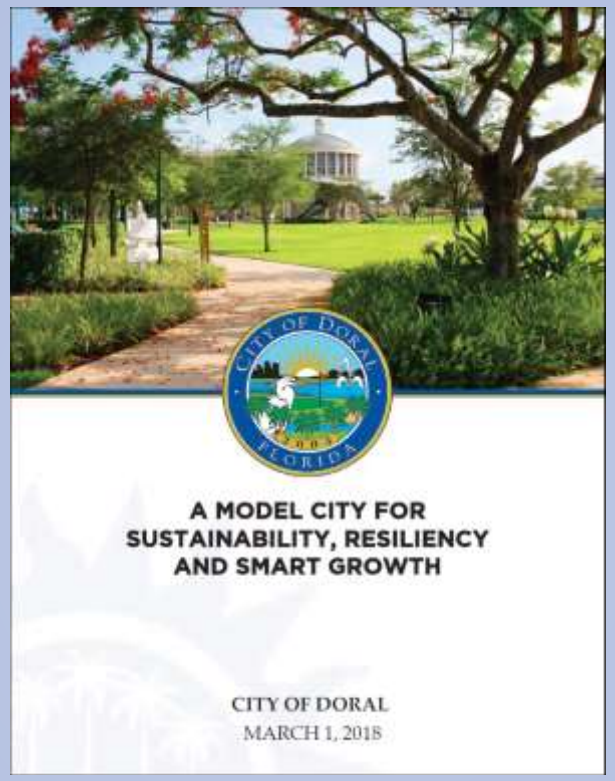
FIU ECONOMIC STUDY



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 up-to-date data to underpin decision-making and inform the comprehensive plan.

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

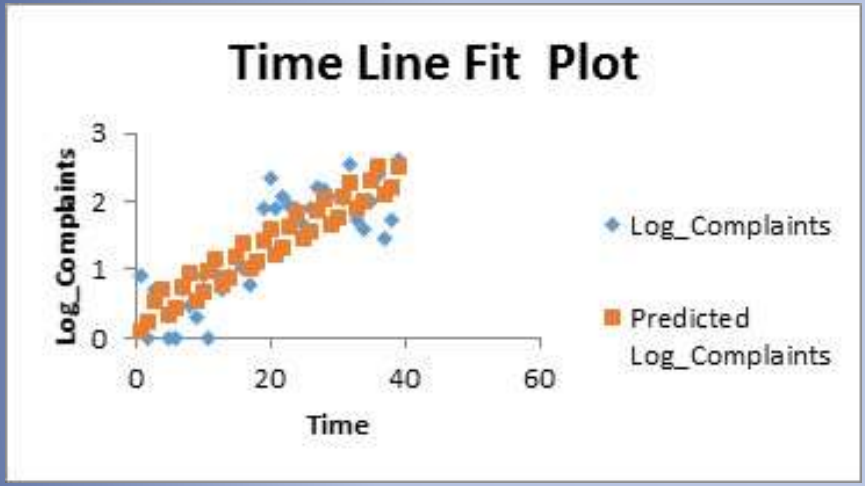
MODEL CITY DOCUMENT

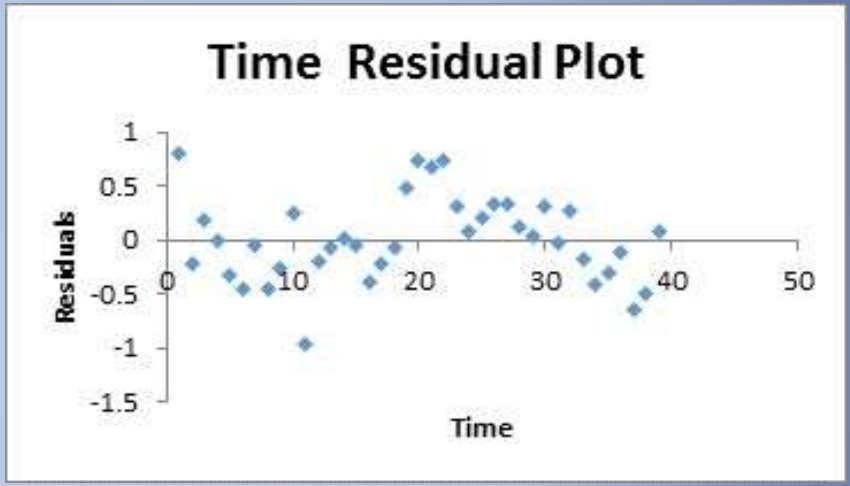


The **City of Doral Model City** document provides a comprehensive overview of the city's business environment and economic advantages, its sustainable built environment, transportation, development review and approval process, cultural and educational options, parks, public safety and all of the current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

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

BUSINESS ANALYTICS





The **Economic Development** division provides methodical explorations of 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.

GRANTS FOR CITY PROJECTS

The new eCivis grant management software allows the City of Doral to have greater access to governmental and foundation grant opportunities and offers a centralized management system for all city grants in all stages of the grant cycle.

The goal is to support City of Doral priorities and implement programs that benefit the community.

Economic Development is currently targeting grants for public safety, public works, transportation, emergency management, smart cities initiatives and cultural events.

Since 2015, Doral has applied for 23 grants worth more than $32 million and has been awarded 13 grants worth $6.5 million, a 56% success rate.

DORAL WANTS TO GIVE YOU MONEY!

- PTSA Grants
- Community Based Organizations (CBO) Grant
- Façade Improvement Grant Program
- Property Assessed Clean Energy (PACE)

Façade Improvement Grant

50% REIMBURSEMENT UP TO $5000

- 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

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

Community Based Organizations (CBO) Grants

The next cycle will be in February '19

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

INTERNATIONAL RELATIONS

The **Economic Development** division receives dignitaries and officials from all over the world and seeks to broaden economic opportunities for the City of Doral. The division works with organizations like AmCham, Miami-Dade County ITC, Enterprise Florida, and consulates to coordinate visits and trade missions.

SISTER CITIES INTERNATIONAL

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.**

THE RHYTHM FOUNDATION Presents RITMO Doral

SAT., MARCH 23, 6 PM @ DOWNTOWN DORAL PARK

- RITMO Doral is free, family-friendly festival promoting cultural, diplomatic, educational and business ties.
- The 2018 edition featured Latin Grammy-winning Brazilian singer VANESSA DA MATA and Colombian-American group LOCOS POR JUANA, along with cultural performances, art and Virtual Reality installations from Doral's Sister Cities.
- The event included business networking, diplomatic and educational events throughout the week.
- Ritmo Doral 2018 was a winner of the prestigious Knight Arts Challenge Grant.

TELL THE DORAL STORY

- Expand outreach to attract new businesses & residents.
- Promote Doral as a world-class business destination.
- Increase profile in new markets.
- Maximize presence on tech-driven platforms.
- Match buyers and sellers through online ED tools.
- Work with partners like Beacon Council, GMCVB, Visit Florida.
- Launch 'Visitor Doral' program & visitors center.
- Attract and Incentivize film, TV production

DORAL 2019 OUTLOOK

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

CITY OF DORAL