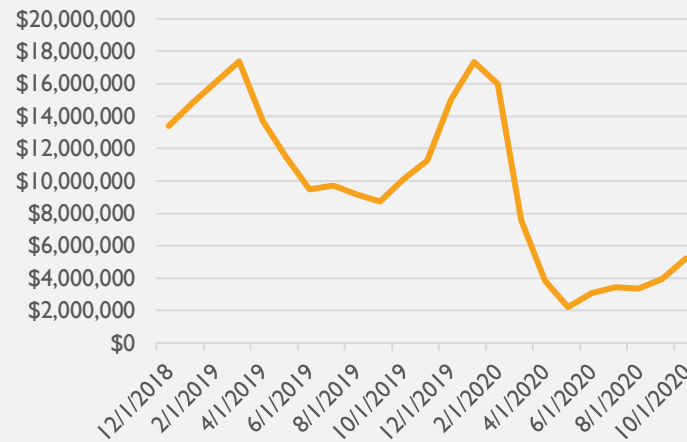


CITY OF DORAL

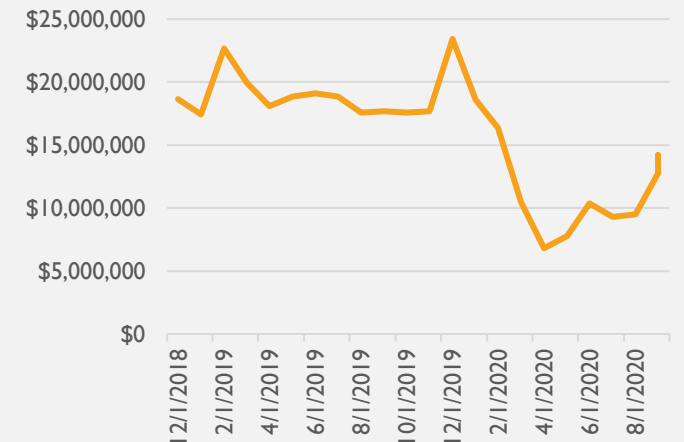
DORAL - COVID

- Labor Force
- Employment
- Unemployment
- Hotel Revenue
- Food and Beverage Revenue
- Commercial Real Estate
- Residential Real Estate
- Tax Base
- Consumer Patterns

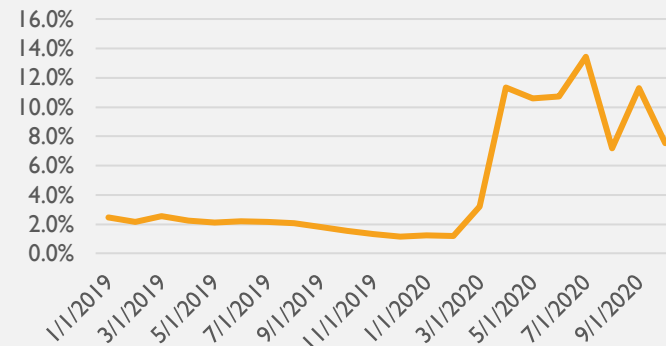
Doral Taxable Hotel Sales



Doral Taxable F&B Sales



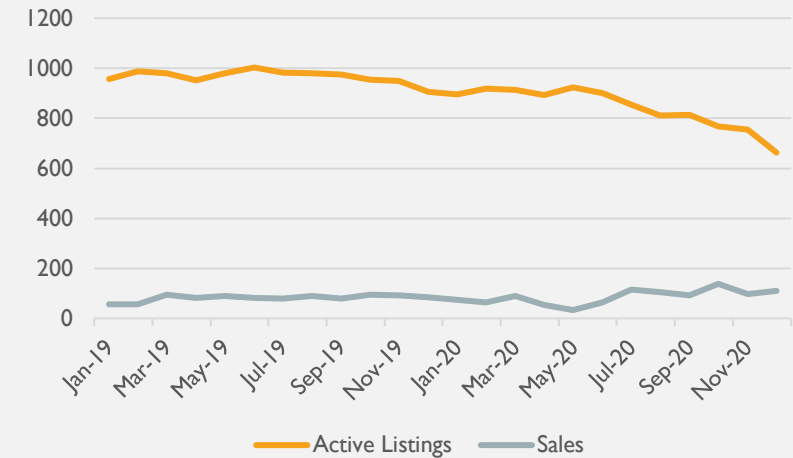
Doral Unemployment Rate



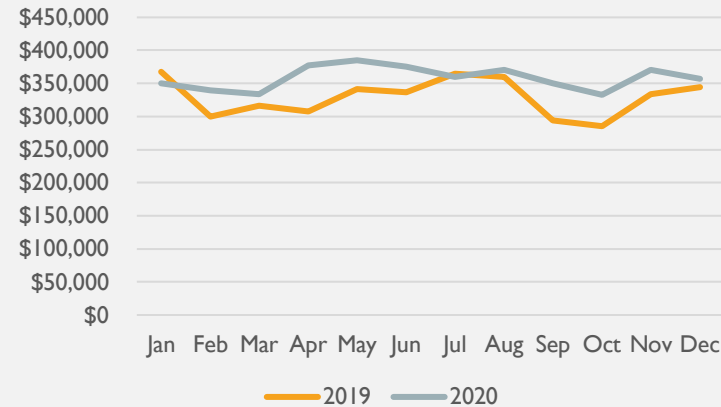
DORAL - COVID

- Labor Force
- Employment
- Unemployment
- Hotel Revenue
- Food and Beverage Revenue
- Commercial Real Estate
- Residential Real Estate
- Tax Base
- Consumer Patterns

Doral Residential Real Estate



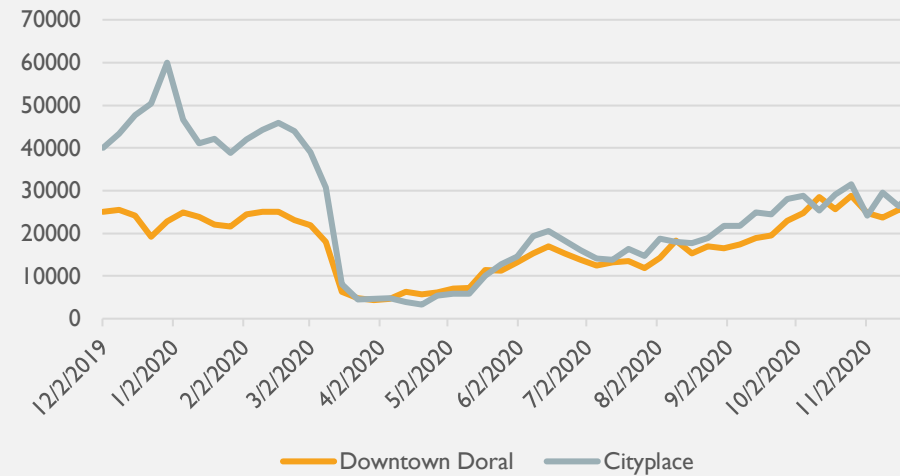
Doral Median Sale Price



DORAL - COVID

- Labor Force
- Employment
- Unemployment
- Hotel Revenue
- Food and Beverage Revenue
- Commercial Real Estate
- Residential Real Estate
- Tax Base
- Consumer Patterns

Foot Traffic - 2020



	Customers	Visits	Avg Visits
Downtown	311,500	919,400	2.95
Cityplace	591,100	1,300,000	2.20



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

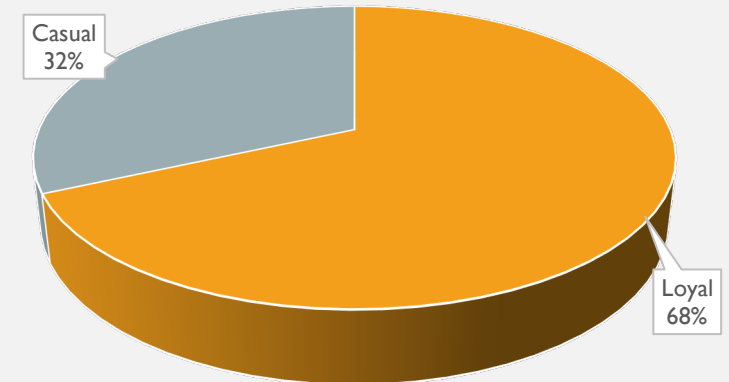
OPPORTUNITIES

- Preserve jobs, businesses, and consumers.
- Enhance opportunities, market position, and competitiveness.
- Expose redevelopment potential, destinations, art and culture.
- Invest in master planning, brand & identity, connectivity, and public spaces.
- Capitalize on sites, investments, reputation, demographics, and tax flight.

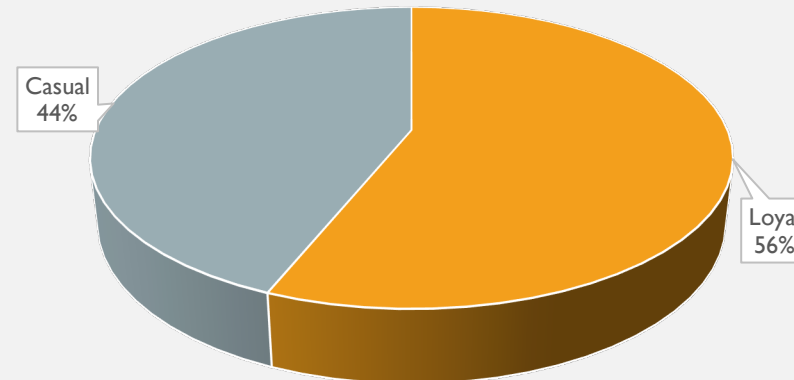
CAPITALIZE ON TRENDS

- Hyperlocal Behavior
- The 15-Minute City
- Tax Flight
- Open Spaces
- Consolidation
- Remote working

Downtown Customer Loyalty



Cityplace Customer Loyalty



BUSINESS ATTRACTION

GOALS

Improve quality of life, grow jobs, and enhance the tax base.

Grow a robust market intelligence effort.

Make Doral “front of mind” to site selectors, brokers, and decision makers

- Infrastructure

- Corporate
- Logistics
- Warehousing
- Transportation
- Distribution
- Industrial

Placemaking

- Retail
- Food and Beverage
- Entertainment
- Residential

BUSINESS RETENTION AND EXPANSION

GOALS

Make consumers WANT to stay local.

Improve market strength, credibility, and reputation.

Preserve the diverse local economy including industrial uses

- Right of Way Uses
- Walkability
- Partnerships
- Matchmaking
- Grants
- Facilitation and Problem Solving
- Promotion
- Level Playing Field
- Regulatory Flexibility

BUSINESS ATTRACTION

- Communication and Partnerships
- Information
- Multiple Personality
- Business Climate
- Capitalize on trends (supply chain, diversification, reshoring, tax flight)
- Research
- Post-COVID building practices
- Regionalism
- Entrepreneur engagement



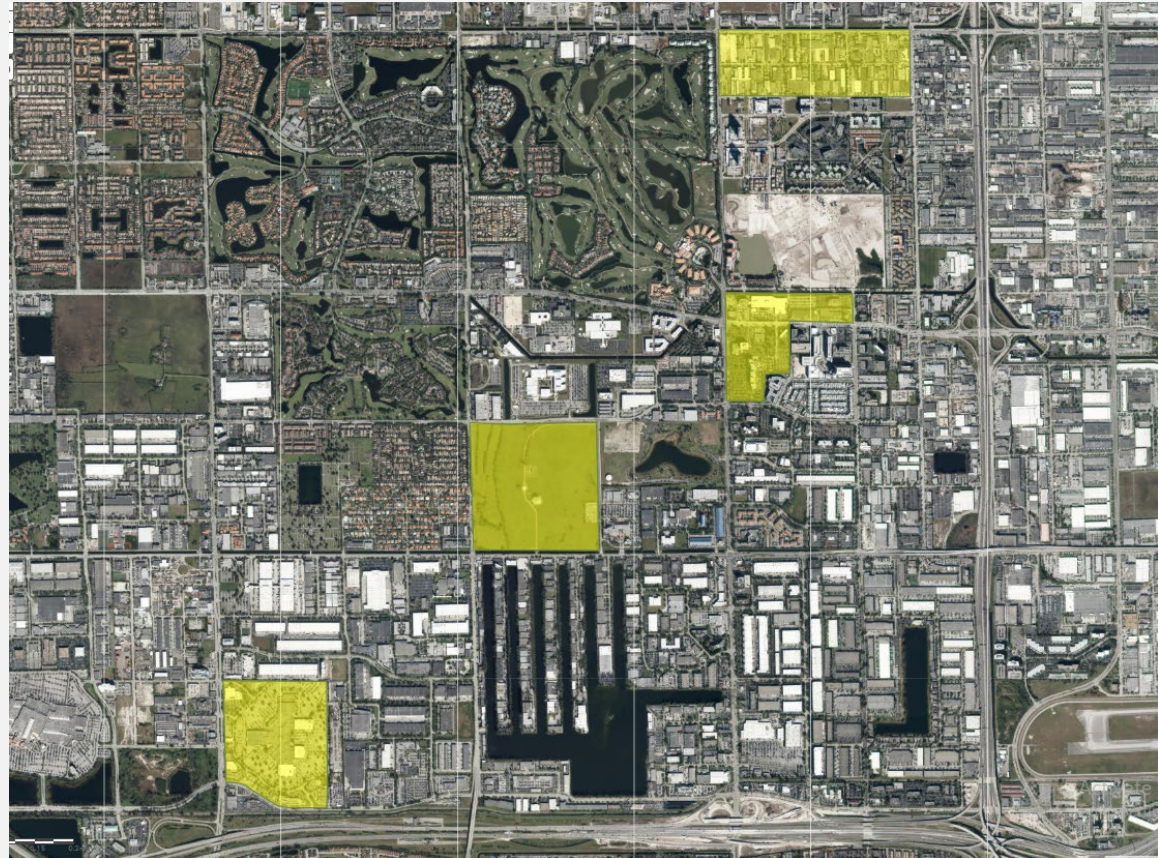
The Loft,
Tampa

ENHANCE COMPETITIVENESS

- Relationships
- Stakeholders and Partners
- Attract Higher Education, Talent Hub
- Research and Information
- Open Spaces and Recreation
- Hyperlocal Supply Chain
- Regulatory Competitiveness
- Adaptability and Facilitation
- Address Formula Businesses
- Local Procurement.
- Support the Visitor Industry
- Awareness and Pride

REDEVELOPMENT

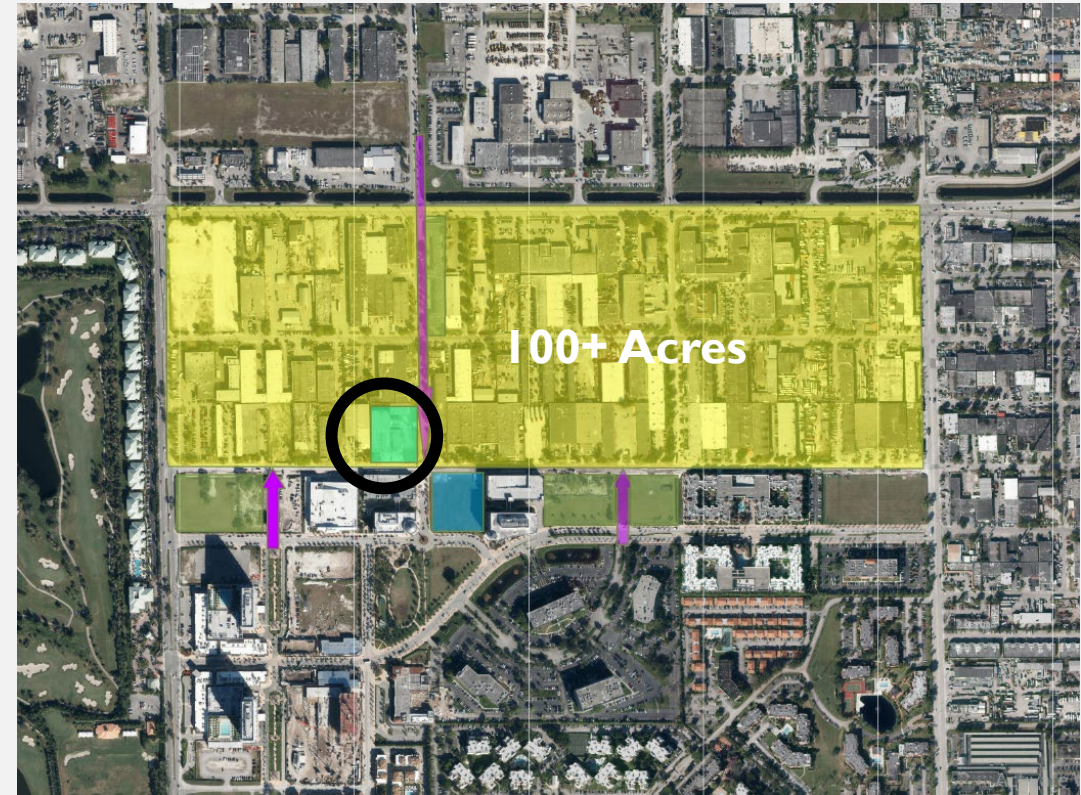
- Downtown Doral Arts District
- 36th Street and 87th Avenue
- FAA Property
- Miami International Mall



DOWNTOWN DORAL ARTS DISTRICT

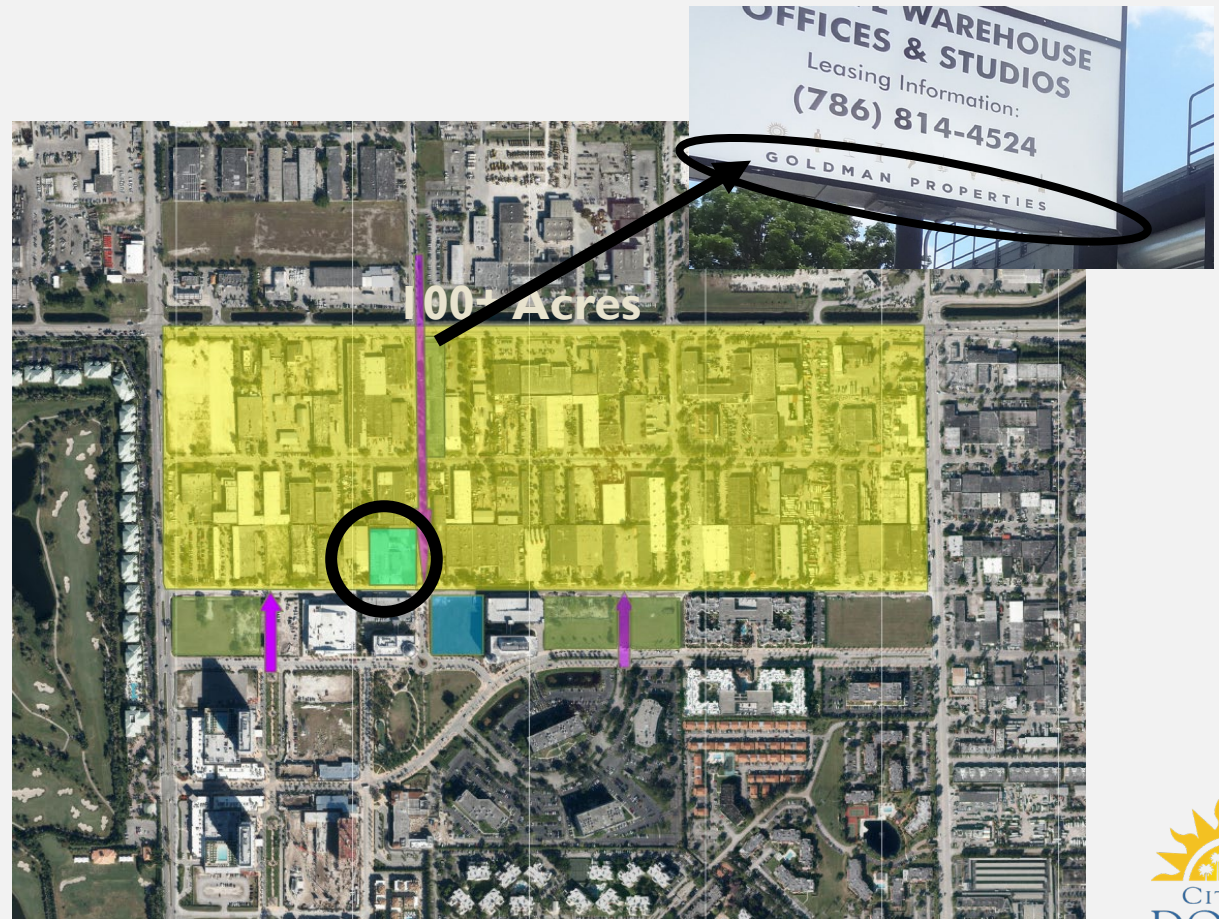
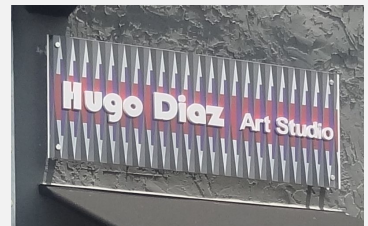
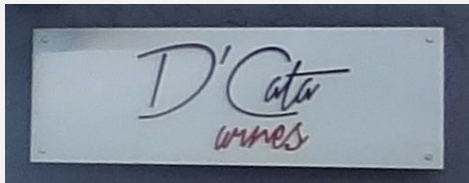
Business Attraction

- 84th Ave Stakeholders
 - Goldman Properties
- Business Attraction
 - Leverage Creative, Design and Art
 - Maker Spaces
- Brand and Aesthetics
 - 84th Avenue
 - Banners
 - Gateway Signage
 - Events
- Available Property
 - Broker Relationships
 - Land purchase
- Improve connectivity
 - Mid-block connections
 - Complementary vision for NW 54th Street corridor RoW and projects.



SHOWROOM

DOWNTOWN DORAL ARTS DISTRICT



DOWNTOWN DORAL ARTS DISTRICT



Conceptual



Leah Arts District, Hialeah



FAA PROPERTY

Military Housing

- Continue efforts to facilitate transfer of ownership of the FAA owned property to the Defense Department.
- Reach out to local agencies
 - Southcom
 - Miami-Dade County
 - MIA
- Reach out to Rep. Diaz-Balart
- Economic Impact and Use Assessment
- Engage Lobbyist (if necessary)
- Meet with each Agency (GSA, FAA, DoD)
 - Local
 - Regional
 - D.C.
- Meet with Delegation



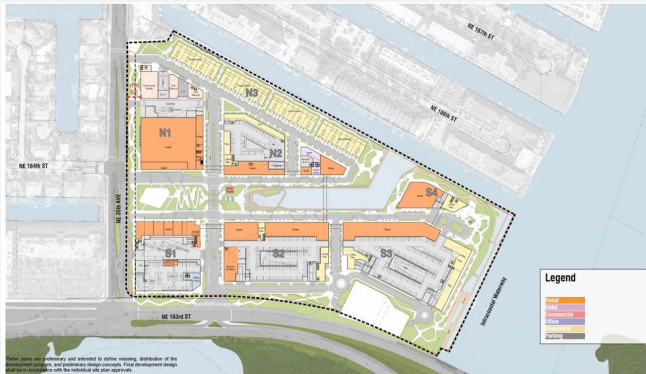
FAA PROPERTY



MIXED USE DEVELOPMENT

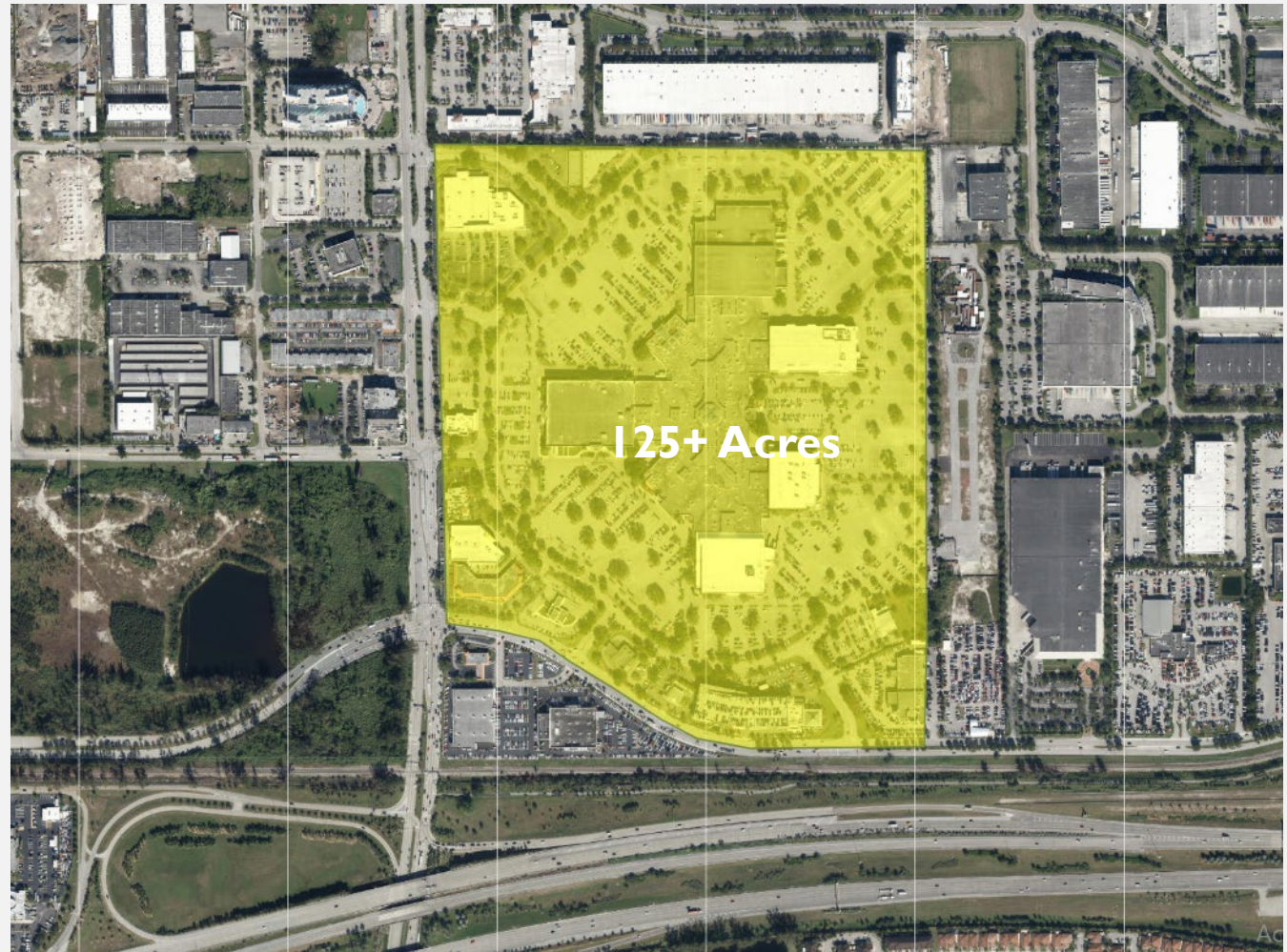
Mixed Use Development

- Meet with property owner representatives.
- Prepare market-based zoning recommendations based on a feasibility

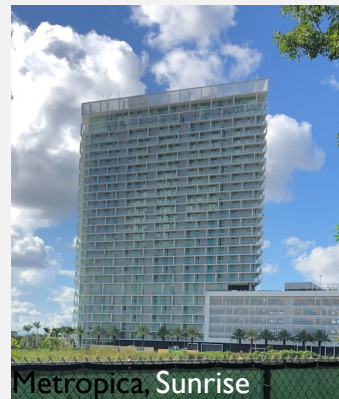


MIAMI INTERNATIONAL MALL

- Meet with Simon Property Group
- Prepare feasibility assessment and masterplan for TOD redevelopment consistent with ownership vision



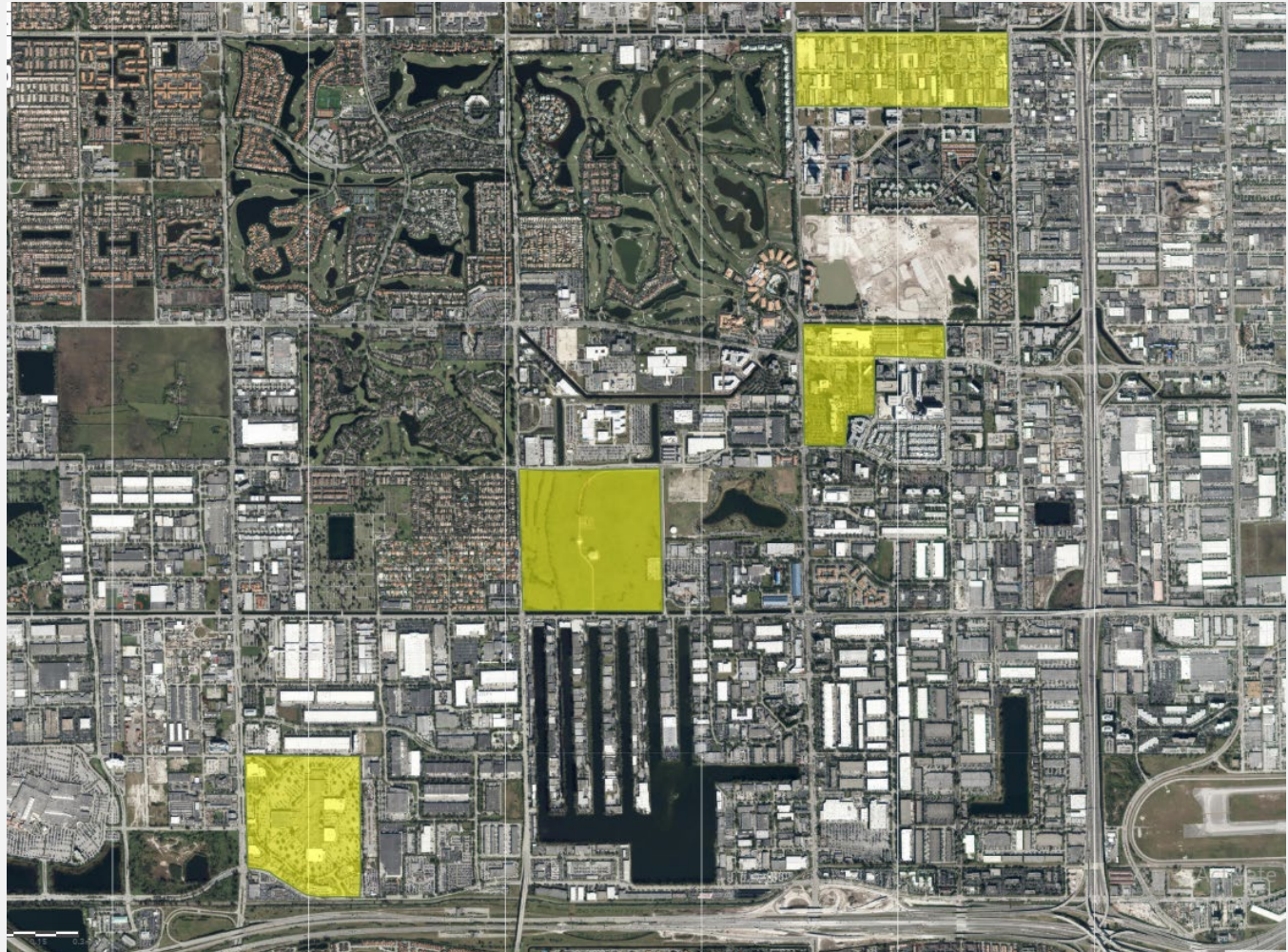
Former Target, Lauderhill



Metropica, Sunrise

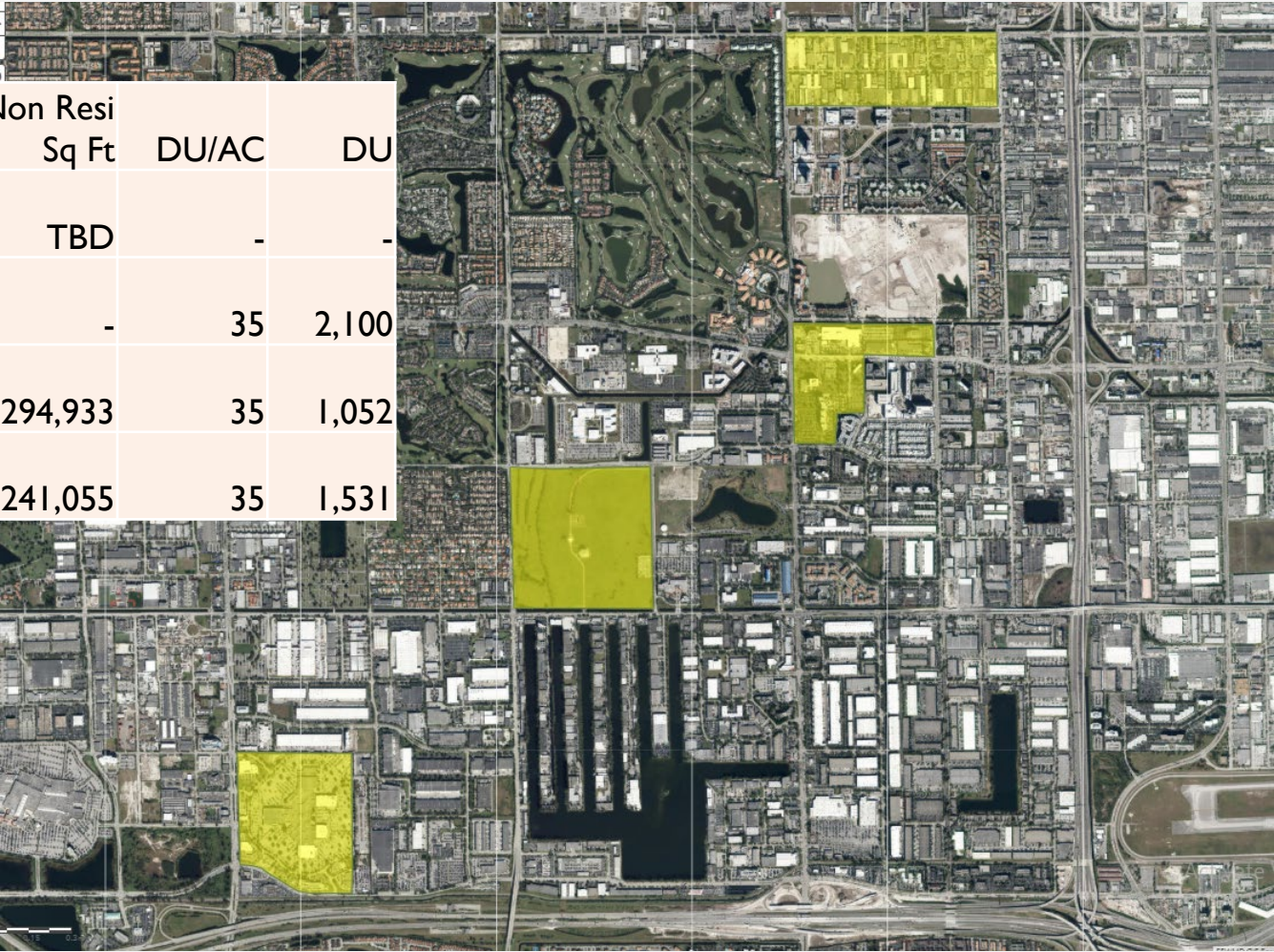
ECONOMIC IMPACTS

- Development Capacity
- Market Potential
- Economic and Fiscal Impacts
- Tax Base Enhancement



ECONOMIC IMPACTS

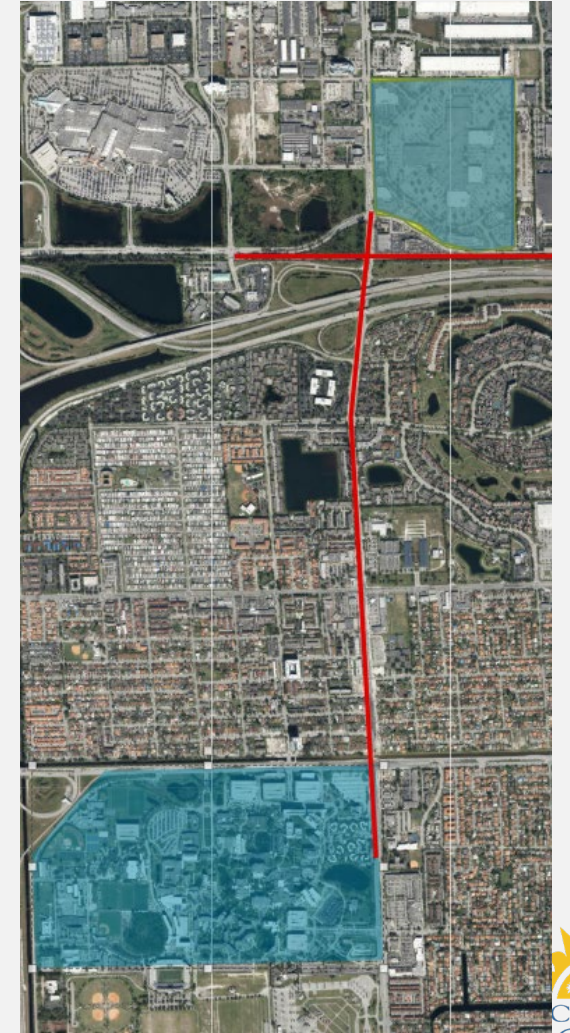
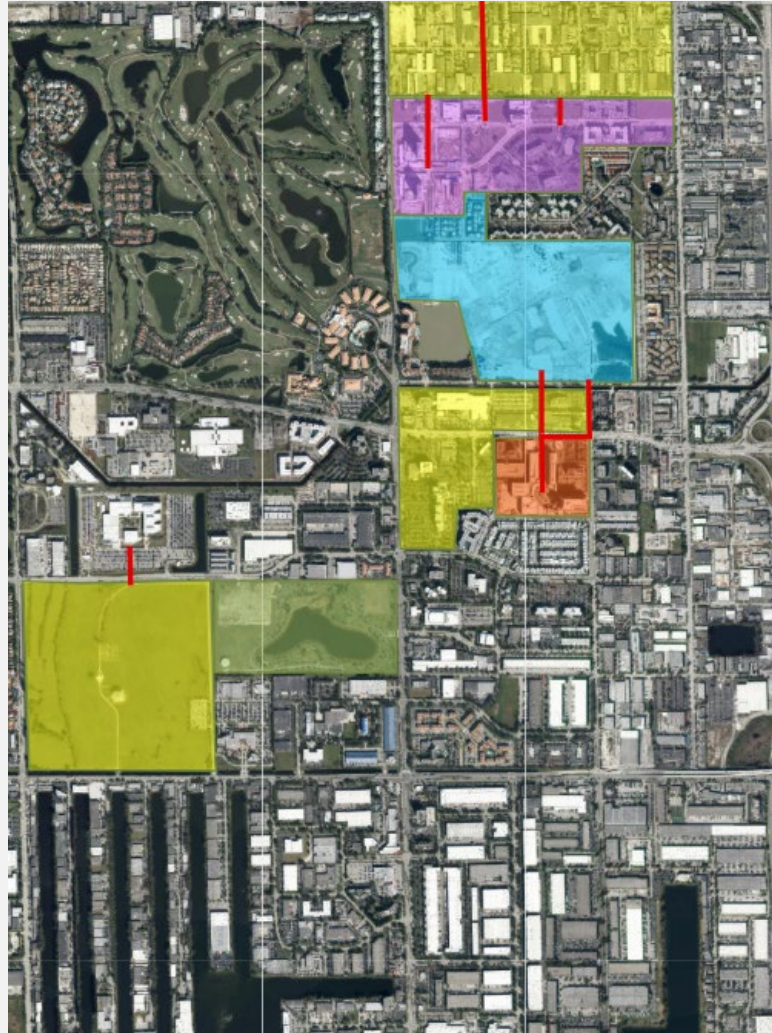
	Total Acreage	Developable Acreage	Non Resi Sq Ft	DU/AC	DU
Downtown Doral Arts District	110	10	TBD	-	-
FAA / Southcom	160	60	-	35	2,100
Mixed Use Area	56	30	1,294,933	35	1,052
Miami Int'l Mall	125	44	1,241,055	35	1,531



DRAFT FOR DISCUSSION ONLY

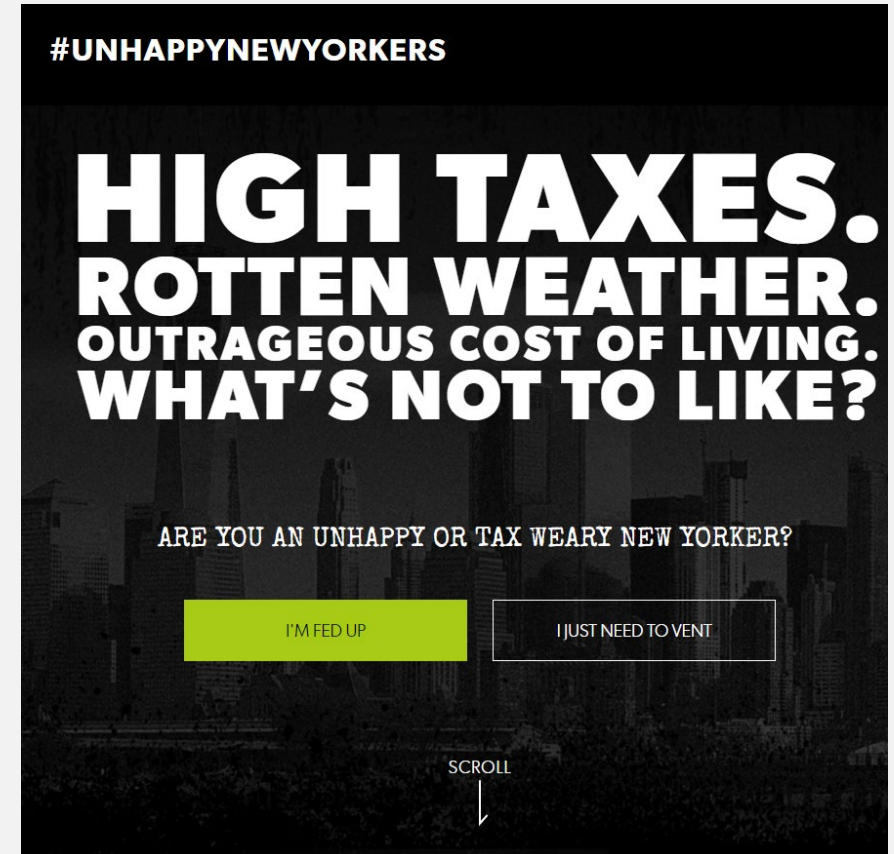
CONNECTIVITY

- Downtown/Entrepreneur
- Cityplace/Downtown
- Southcom/Housing
- Miami International Mall/FIU
- Rail
- Ciclovía



COMMUNICATION

- Social Media
- Trade Associations
- Elected Officials
- Advertising and Marketing
- Broker and Developer Relationships
- Business Relationships



SUMMARY OF ACTIVITIES

- Grow an authentic Reuse/Entrepreneurship District
- Attract Higher Education Uses
- Facilitate Military Housing
- Promote Mixed Use and Transit Oriented Development
- Connect Opportunity Sites and Destinations
- Adopt Aggressive Communication and Partnership Strategies
- Enhance Complementary Subdistrict Images and Brands that support the City's Brand
- Business Retention and Expansion
- Business Attraction
- Continue growing a Visitor Industry
- Improve Health and Wellness of the public spaces