



Planning and Zoning Department - Economic Development Division

QUARTERLY ECONOMIC REPORT

Q3-4 2022



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Councilwoman



RAFAEL PINEYRO
Vice Mayor



CHRISTI FRAGA
Mayor



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Councilman



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DORAL ECONOMIC DEVELOPMENT MISSION: ATTRACT AND ASSIST BUSINESSES

The Economic Development division promotes the City of Doral as a business-friendly destination and assists businesses interested in opening in, relocating to, or expanding their operations in, the City of Doral. The division builds relationships with business and government, administers grants, capitalizes on opportunities, and seeks out new businesses. The division offers orientation, marketing, data, training, promotions, and access to a wealth of international partnerships and resources dedicated to empowering businesses to make a successful transition into the city of Doral.

COMMUNITY ASSISTANCE GRANT CYCLES COMING IN 2023



We see you doing good things, Doral. We know our students are working hard to learn and excel. We know that our non-profit groups are planning activities to benefit our residents. We see our businesses and homeowners' associations stepping up to beautify neighborhoods with renovations that raise property values and create community pride. We're here to help. Every year, the City of Doral encourages community improvements through a series of grants intended to encourage excellence in its young people, support positive initiatives from its community groups, and beautify its business and residential communities. The City of Doral aids local schools, non-profit organizations, businesses and HOAs through its annual grant programs: Doral's PTSA Grant Program, Community Based Organization (CBO) Grant Program, and Façade Improvement Grant Program, respectively. Applications for all City of Doral grants are available at www.cityofdoral.com/businesses/community-assistance.

COMMUNITY-BASED ORGANIZATION (CBO) GRANT PROGRAM

Accepting applications February 6 – March 10, 2023

The CBO Grant Program is a competitive reimbursement grant that provides Doral-based non-profit groups with the opportunity to apply for up to \$5,000 to implement sustainable projects that will serve the needs of the Doral community.

FAÇADE IMPROVEMENT GRANT PROGRAM

Accepting applications April 3 – May 12, 2023

The Doral Façade Improvement Grant Program provides financial assistance to businesses, HOAs and commercial property owners for exterior facade improvements like painting, signage or lighting. This competitive reimbursement grant allows eligible stakeholders to apply for a 50% reimbursement, up to a maximum of \$10,000 per property, for the exterior beautifications of business buildings, commercial properties and HOAs in Doral.

PTSA(Parent Teacher Student Association) GRANT PROGRAM

Cycle Period: 2022-2023 School Year

The PTSA Grant Program for the 2022-23 began accepting applications in October for the purpose of enhancing educational programs. Through the grant process, the city reimburses eligible PTSAs and schools up to a maximum of \$6,000 for approved educational enhancement programs taking place in the current school year. Last year, the grant funded art projects, botanical gardens, tech updates, educational software, STEAM labs, and musical instruments.



UPCOMING ECONOMIC DEVELOPMENT EVENTS

DORAL HOSTS SBDC @ FIU SMALL BUSINESS WORKSHOP SERIES WITH WELLS FARGO, FIRSTBANK FLORIDA

January-March 2023, 9 a.m.-12 noon, Doral Government Center



Florida's SBDC at Florida International University (FIU) helps Miami-Dade County businesses grow and succeed through confidential, no-cost consulting as well as through in-person workshops. From January through March 2023, the City of Doral will host 5 free business development workshops presented by the SBDC in partnership with Wells Fargo. The Spanish-language series will be conducted in the Doral Government Center by experts on start-up assistance, finance, marketing, venture capital and government contracting. The dates of the workshops are:

- January 25, 2023 – Comenzando Su Negocio (1st Floor)
- February 1, 2023 – Contabilidad Para Pequeñas Empresas 101 (1st Floor)
- February 22, 2023 – Desarrollar Una Propuesta de VC Ganadora (1st Floor)
- March 1, 2023 – Intro a Contrataciones Gubernamentales (1st Floor)
- March 15, 2023 – Mercadeo Para Pequeñas y Microempresas (1st Floor)

For more information, contact the SBDC @ FIU at 305.779.9230 or visit www.business.fiu.edu/centers/sbdc.

GMCVB MIAMI BEGINS WITH ME DESTINATION & CUSTOMER SERVICE TRAINING

February 9, 2023, 9 a.m.-12 noon, Doral Government Center 3rd Floor Training Room

First impressions count! The Greater Miami Convention & Visitors Bureau (GMCVB) and the City of Doral are committed to ensuring that all guests experience excellent customer service when visiting the region. The GMCVB's free Miami Begins With Me training provides practical customer service skills and nurtures a sense of commitment for all our frontline ambassadors so that every visitor feels welcomed and valued. For more info, call the GMCVB at 305-539-3000.



'DORAL BUSINESS FORUM' OFFERS BUSINESS DEVELOPMENT 'ONE-STOP SHOP' EVENT

February 16, 2023, 9 a.m.-12 noon, Doral Government Center



The City of Doral will join forces with a wealth of economic development partners to host the Doral Business Forum, a fast-paced introduction to some of the most important resources available to help local businesses. Presenters include representatives of Miami Dade County's Virtual STRIVE305 program, Prospera, Enterprise Florida, Miami Dade College West Campus, US Century Bank, Miami Bayside Foundation and the Greater Miami Convention and Visitors Bureau. Don't miss this priceless opportunity to find out how these exceptional institutions can help your business. For more information, contact economicdevelopment@cityofdoral.com.

UPCOMING ECONOMIC DEVELOPMENT EVENTS

MIAMI DADE COLLEGE WEST OFFERS BUSINESS & PROFESSIONAL DEVELOPMENT PROGRAMS

March 23, 2023, 9 a.m.-11:30 a.m., Doral Government Center



Did you know that Miami Dade College's West Campus offers a Foreign Professionals Program? How about a Business Innovation and Technology Center, or a state-of-the-art Tesla technician training center? The City of Doral will host an eye-opening showcase for MDC's many business education offerings, including programs from the Miguel B. Fernandez Family School of Global Business, the School of Engineering and Technology, School of Justice, School of Entertainment and Design Technology, and the School of Continuing Education and Professional Development. Meet the MDC West Campus' highly committed team and find out more about how your local MDC Campus can help you increase your job potential or grow your own business. More info at www.mdc.edu/west.

DORAL SISTER CITIES ART EXHIBITION OPENS AT DORAL CULTURAL ARTS CENTER

March 18, 2023, 3:30 p.m.-5:30 p.m., Doral Cultural Arts Center

The Doral Sister Cities Art Exhibition will return on March 18 with an opening reception at the Doral Cultural Arts Center. The exhibition will feature artists from Armenia and Barranquilla, Colombia; Oranjestad, Aruba; Guatemala City; Higuey, Dominican Republic; and New Taipei City, Taiwan. Join us for this annual celebration of friendship and culture, then follow the crowd to The Doral Yard for the Ritmo Doral concert. More info at www.cityofdoral.com.



THE RHYTHM FOUNDATION & DORAL PRESENT 7TH ANNUAL RITMO DORAL AT THE DORAL YARD

March 18, 2023, 6 p.m.-10 p.m., The Doral Yard



Ritmo Doral is back! The 7th annual Ritmo Doral concert is scheduled for March 18, 2023 on the Doral Yard Stage in Downtown Doral and will feature live performances by artists from Doral's Sister Cities, to be livestreamed to a global audience online. In March 2017, the city partnered with non-profit concert producer The Rhythm Foundation to present the first Ritmo Doral, a signature event that could attract attention to the city's emerging downtown and offer a platform for Sister Cities activities. Since then, Ritmo Doral has featured acclaimed international artists like Colombian musician Anibal Velazquez, Brazilian singer Vanessa De Mata, Grammy-winning Mexican-American band La Santa Cecilia and Venezuelan roots performers Betsayda Machado and La Parranda El Clavo. Last year, Brazilian big band Gafieira Rio Miami attracted more than 66,000 online viewers around the world. Don't miss this signature cultural event, either in person or online! For more information, visit www.rhythmfoundation.com/ritmo-doral#/events.

UPCOMING ECONOMIC DEVELOPMENT EVENTS

MINORITY BUSINESS WORKSHOP: HOW TO OPEN NEW MARKETS DURING TURBULENT TIMES

April 13, 2023, 9 a.m.-11:30 a.m., Doral Government Center

MINORITY BUSINESS Workshop

How do small businesses successfully access new markets during troubled economic times? On April 13, the City of Doral will host an informative panel discussion with a diverse group of economic development leaders that will provide Doral business owners with insights and best practices about how to access new overseas markets.

The expert panel will include CAMACOL President Joe Chi, the Florida MBDA Business Center's Sr. Export Development Specialist Maria Zavala, Platinum Business Solution's Antonio Prado, and IN2 Management's Elizabeth Irausquin. The panel discussion is part of the City of Doral's Minority Business Tools for Growth and Prosperity workshop series and is free and open to the public. Please RSVP to aprado@platinumbiz.us.

LEGACY BUSINESS RECEPTION TO HONOR CITY'S 20-YEAR CORPORATE PIONEERS

April 2023, 6 p.m.-8 p.m., Doral Cultural Arts Center

In January 2003, the residents of a rapidly growing section of western Miami-Dade County voted in favor of incorporation, and the City of Doral was born. Throughout 2023, the city will celebrate its 20th anniversary with a series of events and activities commemorating this major historical milestone. In April, the City of Doral will memorialize the importance of its pioneering business community with a reception to honor the founding firms that have been here since the very beginning. This invitation-only event will commemorate legacy businesses large and small that were active during the city's early years, grew with the community and helped shape Doral into the economic success story that it is today.

For more info, contact economicdevelopment@cityofdoral.com.



DORAL HOSTS SBA NATIONAL SMALL BUSINESS WEEK AWARDS

May 4, 2023, 6 p.m.-9 p.m., Doral Police Training & Community Center



U.S. Small Business
Administration

The City of Doral will host the 2023 U.S. Small Business Administration (SBA) National Small Business Week Awards during National Small Business Week (April 30 - May 6, 2023.) This event, presented in conjunction with the SBDC @ FIU, will celebrate South Florida's small business successes over the past year and provide a key networking event for local small business leaders. The event will recognize the 2023 SBA National Small Business Week Awards Recipients nominated by Florida SBDC at FIU here in Miami-Dade and South Florida. The SBDC @ FIU is also planning to give out awards to local businesses and community partners that have contributed to the cause of economic development in the South Florida area. The event will be open to the public and will feature remarks from local officials and small business award winners. For more information, contact the SBDC @ FIU at 305-779-9230.

DORAL JOINS SMART CITY PANEL AT CAMACOL 43rd ANNUAL HEMISPHERIC CONGRESS OF LATIN AMERICA AND SPAIN



On September 12-13, 2022 CAMACOL and the World Trade Center Miami joined efforts to host the 43rd Annual Hemispheric Congress at the Miami Beach Convention Center in tandem with the 25th Americas Food & Beverage Show. This brought together 400 exhibitors from more than 25 countries for a planned series of events, seminars, exhibitions, meetings, networking opportunities and expert panel discussions focused on a variety of timely topics. The City of Doral's Economic Development Division participated in "The Impact of Smart Cities on Innovative Sectors Including Educational Methodologies" panel during the second day of the conference. The City of Doral and CAMACOL also worked together to host an evening reception at the Doral Government Center on September 13.

SBDC COMMUNITY NAVIGATOR RESOURCE FAIR BRINGS BUSINESS DEVELOPMENT SUMMIT TO DORAL

Florida's Small Business Development Council (SBDC) @ FIU and the City of Doral joined forces on September 20, 2022 to host a Business Navigator Resource Fair at the Doral Government Center. The Miami-Dade Business Navigator (MDBN) program is an exciting new local initiative funded, in part, through a grant with the U.S. Small Business Administration (SBA). The program brings together local groups working to expand their reach and support small and micro-businesses. Participating organizations included Ascendus, StartUp FIU, Prospera, Miami-Dade Chamber of Commerce, Branches, Miami Bayside Foundation, EDC South Miami-Dade, the SBDC @ FIU, the U.S. Small Business Administration and the City of Doral. Stay tuned for more Community Navigator Resource Fairs in the future.



DORAL HOSTS MINORITY CERTIFICATIONS WORKSHOP WITH PROSPERA, MIAMI-DADE COUNTY, IN2 MANAGEMENT



On September 22, 2022, Prospera and the City of Doral teamed up to host the Cómo obtener certificaciones minoritarias y cuales son los beneficios para su negocio seminar at the Doral Government Center. This session was geared towards local minority-owned companies that are looking to offer their products or services to regional, state, or federal government agencies. This Spanish language seminar provided an opportunity for the participants to meet expert panelists and learn what the requirements are to apply for a minority business certification as well as what steps need to be taken before applying. Participants included Prospera's Soledad Jacobson, Miami-Dade County's Internal Services Department's Luis M. Guardia, IN2 Management's Elizabeth Irausquin and the City of Doral's Economic Development division.

BRAZILIAN AMERICAN CHAMBER OF COMMERCE PRESENTS HOW TO DO BUSINESS IN US SEMINAR

On September 23, 2022 the City of Doral welcomed the Brazilian American Chamber of Commerce to the Doral Government Center for the 18th edition of their How to do Business & Invest in the US seminar. This is an exclusive program that provides a practical overview of different topics for business owners, executives and investors interested in operating, immigrating and investing in the United States. The City of Doral's Economic Development division joined speakers and guests from other business development agencies to provide vital information and orientation to entrepreneurs from Brazil seeking to learn the do's and don'ts of doing business in the United States.



DORAL CULTURAL ARTS CENTER GRAND OPENING ATTRACTS RESIDENTS, BUSINESSES AND PARTNERS



On October 12, 2022 the Doral Cultural Arts Center was unveiled to the delight of local residents, business owners and regional partners in attendance. Doral's Mayor and City Council inaugurated the City's first Cultural Arts Center with a ribbon cutting and plaque unveiling ceremony. This great milestone was celebrated with the community, alongside project contractor, KVC Constructors, Inc., architect, Bermello Ajamil & Partners, and Codina Partners. Attendees were treated to the facility's inaugural exhibition curated by the Doral Contemporary Art Museum, featuring images of the Manolo Valdes Legacy public art exhibit by renowned photographer Miquel Salom, and sculptural wearable art pieces by Celia Ledon. At approximately 14,000 square feet, this facility is designed to be the hub of cultural and performing arts in the city, with a large art gallery space, a multi-purpose room, outdoor courtyards/garden spaces, and rooftop terrace. This location will be the home to many future events, including the Sister Cities Art Exhibition in March 2023.

ANNUAL CONSULAR RECEPTION WELCOMES DIPLOMATS FROM AROUND THE WORLD TO DORAL

On October 13, 2022, the City of Doral, and Economic Development Advisory Board hosted a lively international reception to welcome ambassadors, Consul Generals, trade commissioners and diplomats from around the world. The Consular Reception showcased how the City of Doral is thriving and connected the local business community with the various consulates that were represented at this event. The Mayor and Council welcomed representatives from a diverse group of nations, including Barbados, Brazil, Chile, El Salvador, Monaco, Panama and Taipei to the Doral Government Center. Entertainment was provided by renowned pianist Phil Jelatis, who performed a program of international favorites and jazz standards.



FEDERAL RESERVE AND TURNER CONSTRUCTION WORKSHOP SUPPORTS LOCAL MINORITY CONTRACTORS



On October 18, 2022, the City of Doral teamed up with Turner Construction, Federal Reserve Bank of Atlanta, and the Florida State Minority Supplier Development Council (FSMSDC) for a workshop at the Doral Government Center to educate minority construction businesses to participate in a major renovation at the Federal Reserve Bank of Atlanta's Miami Branch, located in Doral. This event provided potential construction bidders with practical information on how to prequalify with Turner Construction as they partner with the Federal Reserve to reach minority business bidding goals for the project. Additional partners included CareerSource South Florida, the U.S. Small Business Administration (SBA), CEI DBE Supportive Services, and the South Florida Hispanic Chamber of Commerce.

REACHING NEW FRONTIERS EXPRODESK ARUBA'S 5TH ANNIVERSARY INTERNATIONAL CONFERENCE

On November 11, 2022, Aruba's Department of Economic Affairs, Commerce, and Industry (DEACI) commemorated its 5th anniversary with an in-person and virtual program dedicated to helping Aruban companies to export their products around the world. As a Sister City of Oranjestad, Aruba, the City of Doral's Economic Development division was asked to provide a presentation on Doing Business with the USA during this event. Additional panelists offered advice on how to do business with Asia, Europe, the Caribbean and the Dominican Republic. The Aruba Exprodesk provides local and potential exporters with the necessary information to identify foreign markets, where to sell their products, and assist them in showcasing their products or services to potential customers.



AMCHAM PANAMA AND MIAMI-DADE ITC HOST DOING BUSINESS IN PANAMA SEMINAR IN DORAL



On November 16, 2022, the City of Doral's Economic Development Division attended a Doing Business with Panama event at the InterContinental at Doral Miami Hotel hosted by AmCham and the Miami-Dade International Trade Consortium (ITC) to welcome an inbound trade mission from Panama to the Miami area. This event provided the opportunity to learn about business opportunities and meet with companies from Panama. Representatives from the Republic of Panama's export and investment promotion authority ProPanama presented a fascinating overview of a wide range of opportunities for investment in the Central American nation. ITC Executive Director, Maria Dreyfus-Ulvert addressed the trade mission on behalf of Miami-Dade County.

MIAMI DADE COLLEGE INTELLIGENT AUTOMATION SUMMIT FEATURES DORAL SMART CITY STRATEGY



On November 17, 2022, Miami Dade College's Business Innovation & Technology (BIT) Center launched Miami's first Intelligent Automation Summit. This event was held at MDC's West Campus in the City of Doral. It allowed participants an understanding of how to use artificial intelligence, machine learning, and business process automation to scale and create value for companies. The City of Doral's IT Director Gladys Gonzalez participated in this summit to discuss Doral's Smart City program. Other presenters included SAP, Automation Anywhere, Capgemini, Appian, KPMG, Sngular, Telefonica Tech, Cognistx, Transcargo Solutions, Imperial Freight Brokers, Bluegrass Education Technologies, Roots Education and CeleriTech.

MINORITY BUSINESS TOOLS FOR GROWTH SERIES PRESENTS HOW TO CLIMB THE CERTIFICATION WALL

On November 17, 2022, the City of Doral hosted a workshop titled How To Climb the Certification Wall in the Doral Government Center. This event educated business owners on access to minority-focused resources that are available to them, free of charge. The workshop included presentations by Miami Dade County's Luis Guardia, IN2 Management Corp.'s Elizabeth Irausquin, Prospera's Angel Leon, Platinum Business Solutions' Antonio Prado, and Miami Bayside Foundation's Francy Rueda. The workshop focused on business mentoring programs, minority certification options, doing business with Miami-Dade County, access to financing resources, B2B networking, attracting, and retaining top talent.



DORAL HOSTS FUNDACION LIDERES GLOBALES DIPLOMATIC MISSIONS FROM LATIN AMERICA



On December 7, 2022, the City of Doral hosted dozens of mayors and elected officials from throughout Latin America for a series of educational presentations. The mission organized by the Costa Rican foundation Fundacion Lideres Globales consisted of mayors and elected officials from Bolivia, Costa Rica, El Salvador, Honduras, Mexico and Panama who sought to build diplomatic and commercial ties with the City of Doral and its businesses. The Latin American leaders toured the Doral Government Center, observed a City Council meeting and learned about Doral's governmental functions, its zoning and future land use strategies, its smart city programs, as well as current and future development projects.

RIBBON-CUTTING AND CONGRATULATORY CERTIFICATE CEREMONIES CELEBRATE BUSINESSES IN DORAL



Every new business that opens in the City of Doral is cause for celebration. Over the past several months, city leaders have attended ribbon-cutting and congratulatory certificate ceremonies at local businesses that have chosen to cast their fortunes with the City of Doral. Here is a list of the establishments that were presented with a congratulatory certificate or inaugurated with a ceremonial ribbon-cutting. For more information on how to invite the Mayor and Councilmembers to cut the ribbon at your grand opening event, contact the Economic Development Division at economicdevelopment@cityofdoral.com.



Albizu University Enrollment and Student Services Building – 9770 NW 25th Avenue

AmePower – 10200 NW 100 Avenue, Suite #1

Eastern Engineering – 3401 NW 82 Avenue, Suite 370

Get Lifted Auto Garage – 8059 NW 54 Street

Global Empowerment Mission – 1850 NW 84 Avenue, Suite 100

Global Reach Health – 9250 NW 25 Street

Love Fries at Miami International Mall – 1455 NW 107 Avenue

Perfect Salon Suites at Miami International Mall – 1455 NW 107 Avenue

Pop Up and Shop Up at Miami International Mall – 1455 NW 107 Avenue

US Century Bank – 2301 NW 87 Avenue

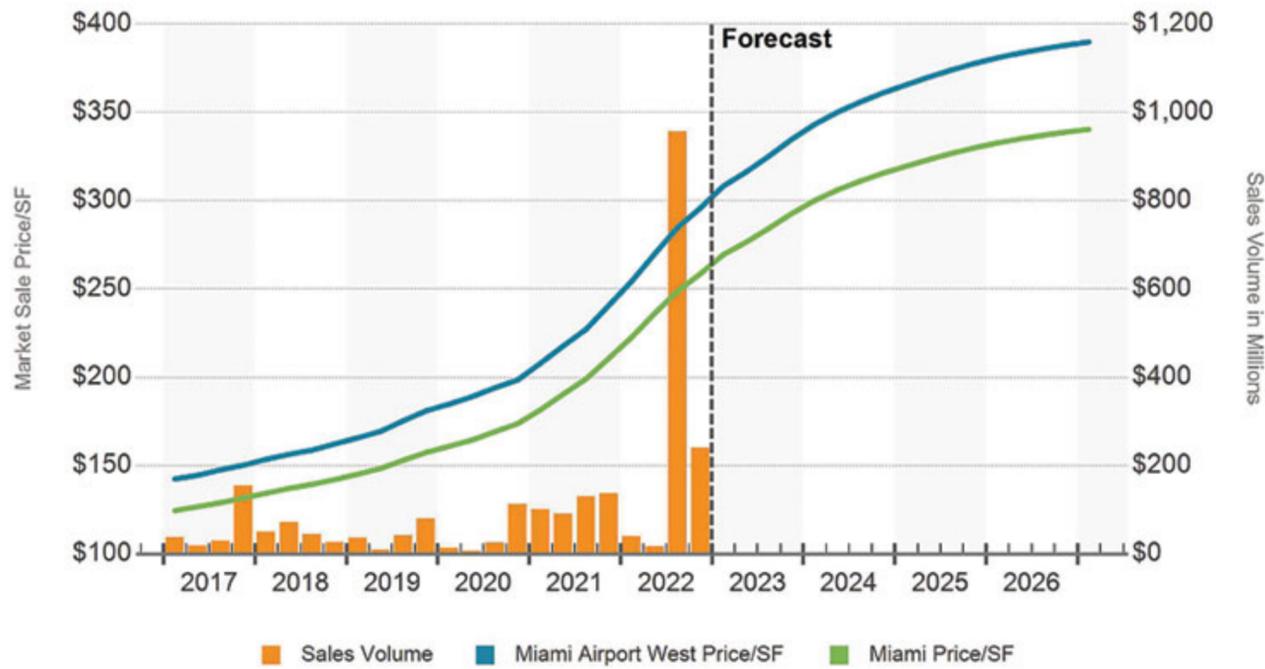
Victoria's Collection at Miami International Mall – 1455 NW 107 Avenue

Win Fitness Wear at City Place – 3530 NW 83 Avenue, Suite 120

DORAL REAL ESTATE MARKET UPDATE: INDUSTRIAL

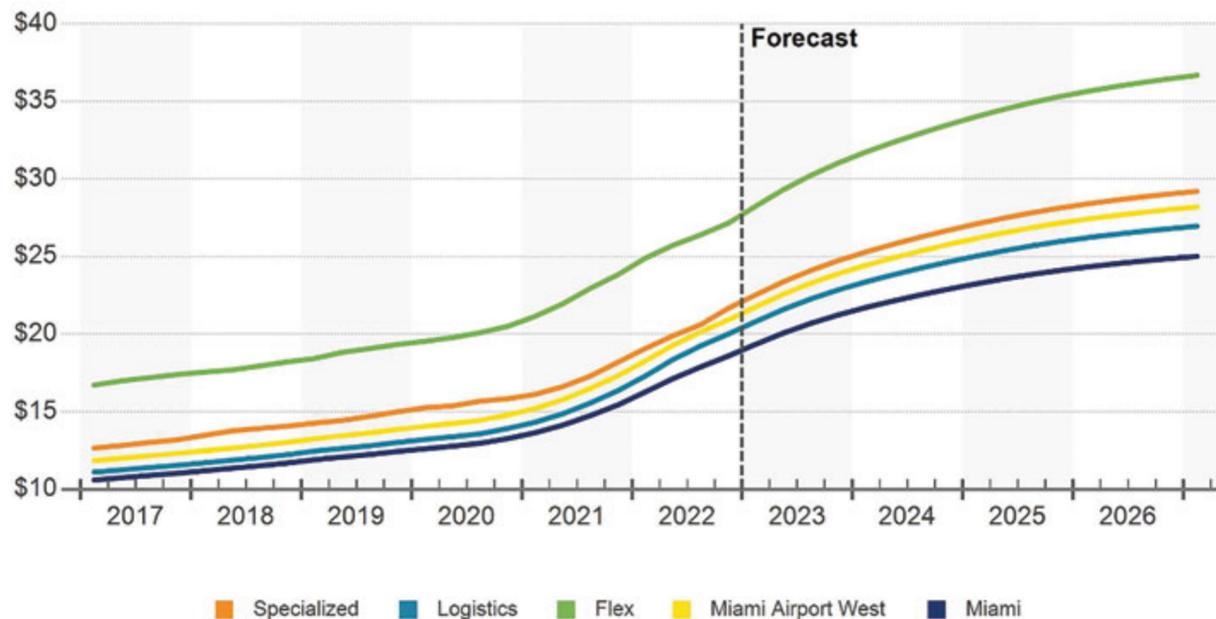
According to the real estate experts at CoStar, the industrial sector in the city of Doral remains among the strongest in the region. The following data provides an historic overview of the market for industrial space in the latter half of 2022.

Industrial (Sales Volume & Price per SF)



The industrial market in Doral has been very active throughout 2022. Over the past five years, annualized sales volume has averaged \$384 million. In 2022, \$1.2 billion worth of assets sold, with logistics deals driving recent sales. Average price per square foot is now at \$296, growing by more than 10% since last year due to continued high demand.

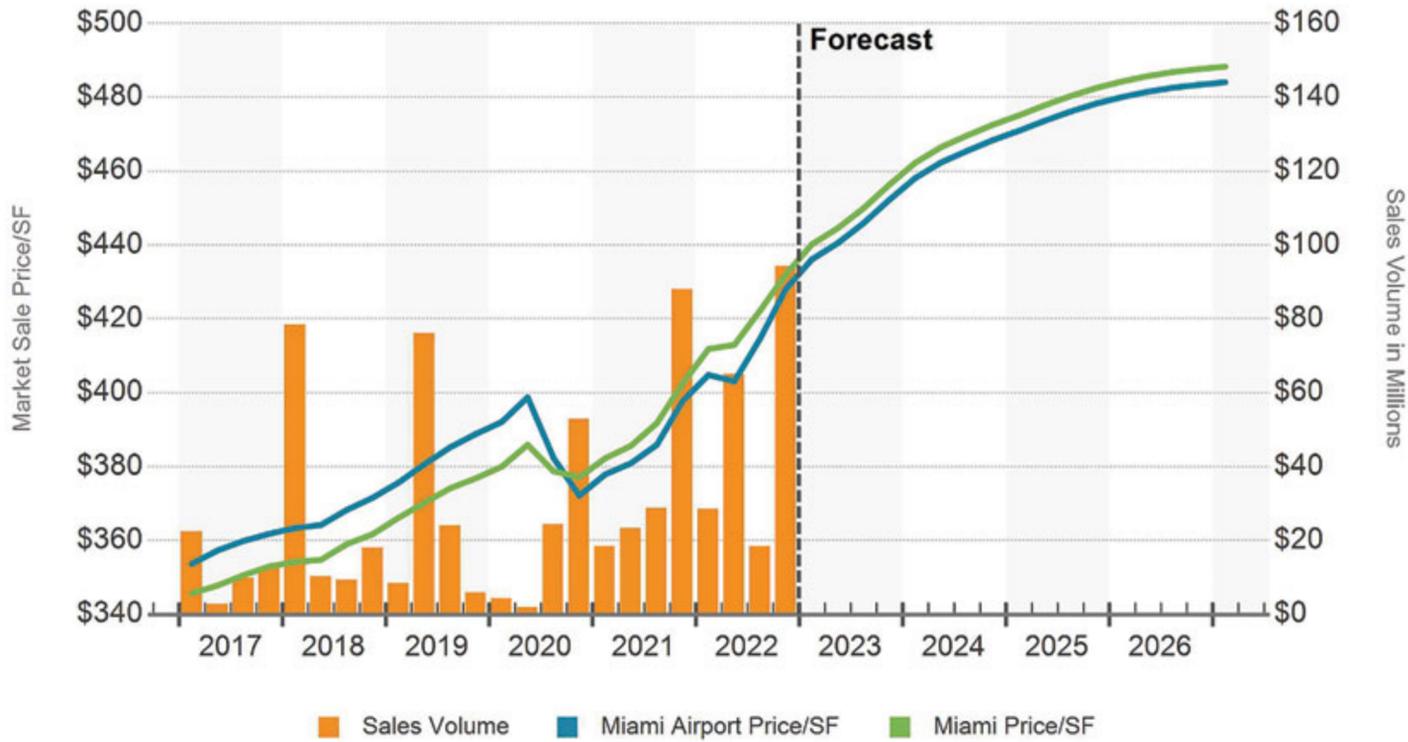
Industrial (Rent per SF)



The Doral industrial market has continued to show a surge in leasing throughout 2022. Rents grew by 19.5% in 2022 to reach an average of \$21/SF, holding a slight edge of the metro average. Rents for logistics space is now at \$19.90, or \$2 above the metro average of \$17.90. Strong demand for industrial rentals in Doral is evident in the sector's 2.2% vacancy rate and in the area's net absorption of nearly 931,000 SF during the past year, well above the 5-year average.

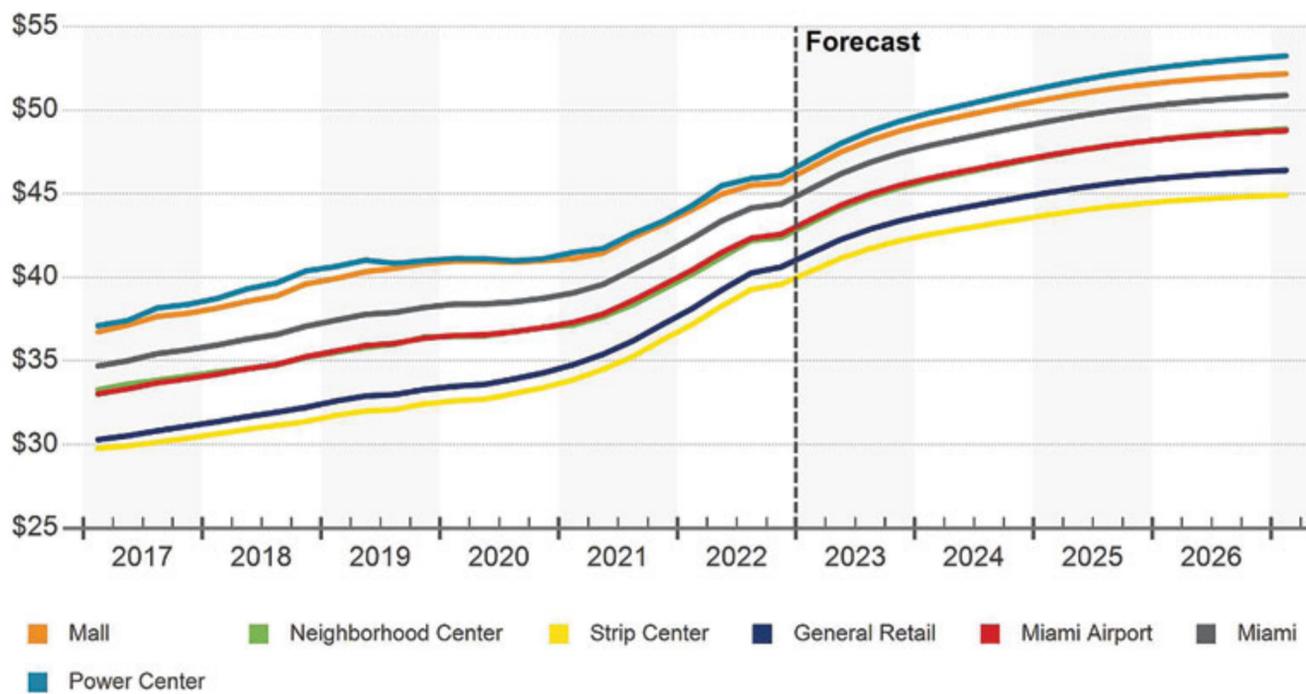
DORAL REAL ESTATE MARKET: COMMERCIAL

Retail (Sales Volume & Price per SF)



The Doral area remains one of the region’s retail hot spots. Annual sales volume has averaged \$124 million over the past five years, but the general retail sector drove transaction volume to \$203 million in the past year. Market pricing grew to an average \$432/SF at end of 2022, which is comparable to the overall average in the metro area.

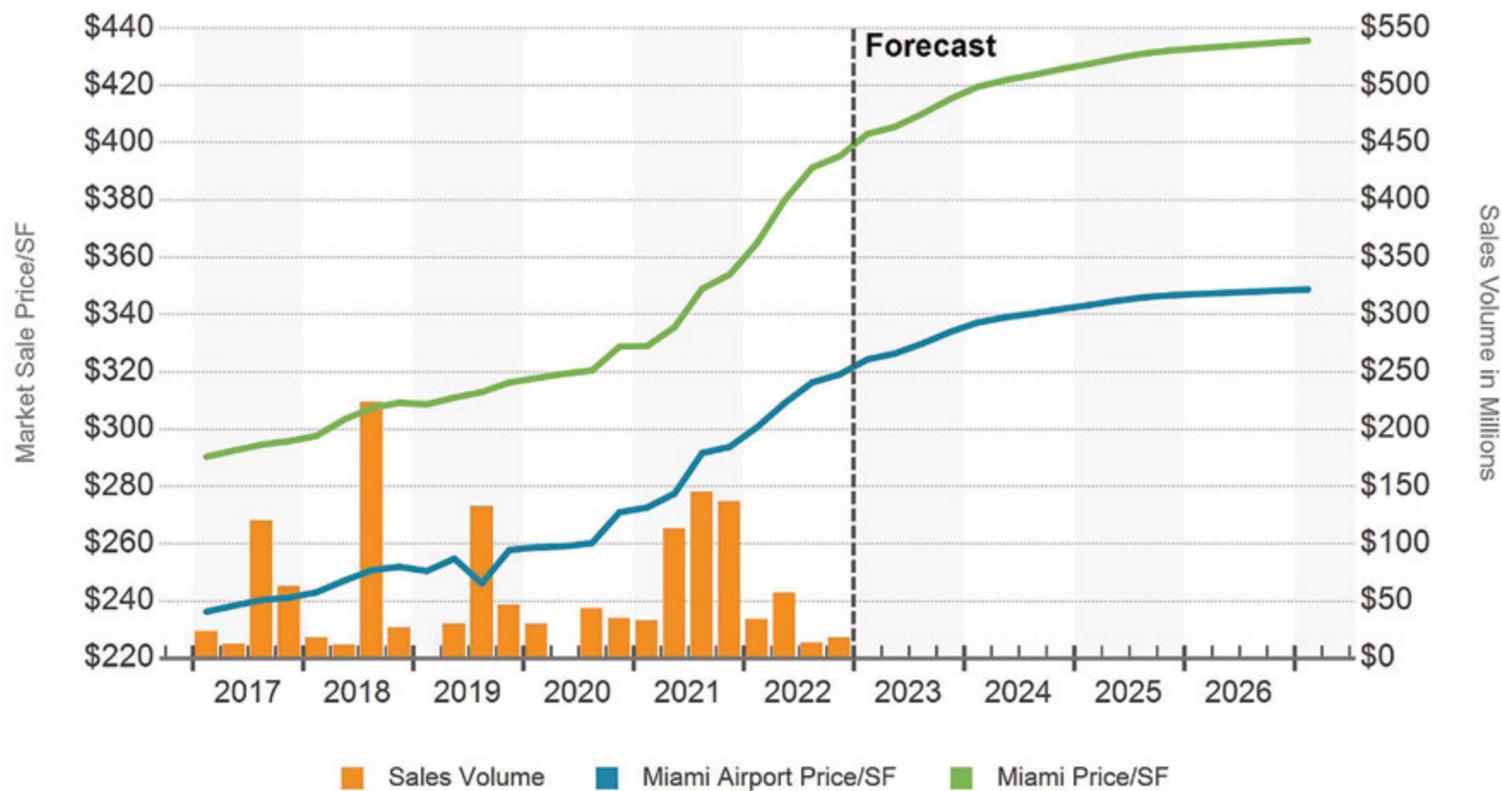
Retail (Rent per SF)



Retail rentals in the area boomed in the past 12 months, growing by 7.5% year over year to about \$43/SF, a significant increase over the sector’s average 5.3% growth over the past 5 years and just 1% below the metro average. Retail vacancies remain around 4%, a very slight increase over last year that shows that demand for retail space remains high in this market. A steady stream of development currently in the pipeline is expected to ease some of the vacancy crunch.

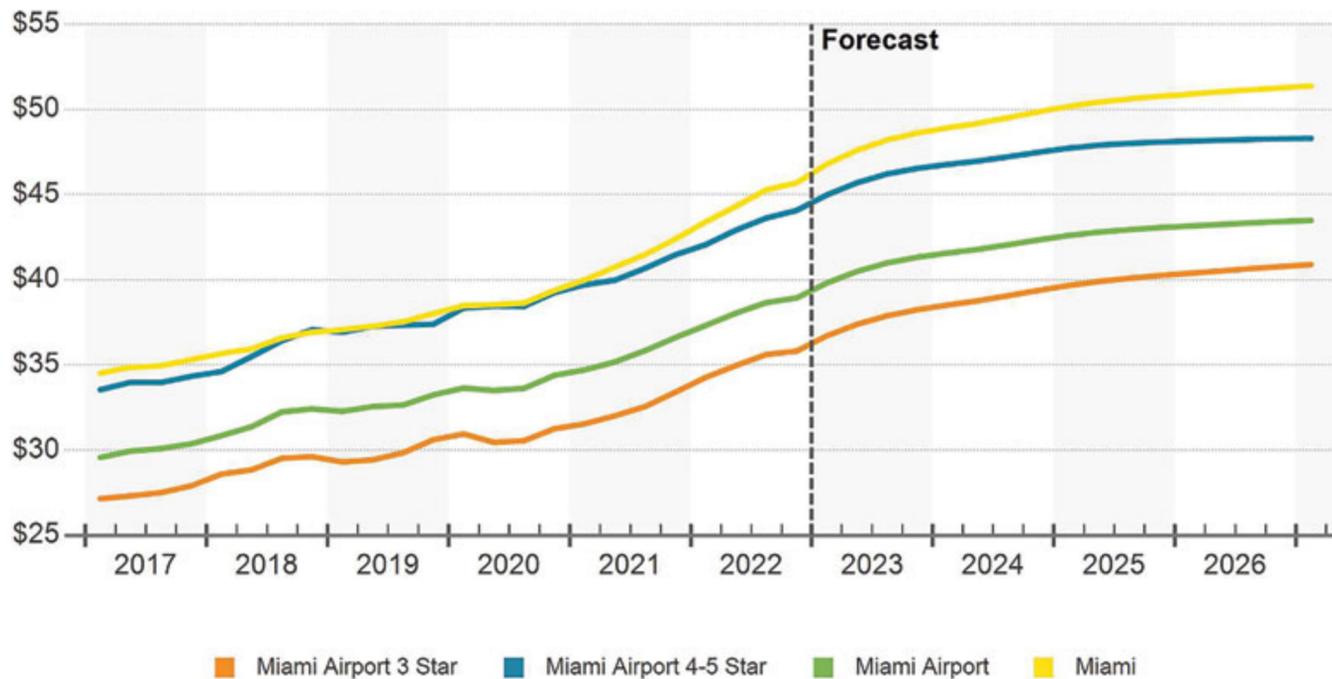
DORAL REAL ESTATE MARKET: OFFICE

Office (Sales Volume & Price per SF)

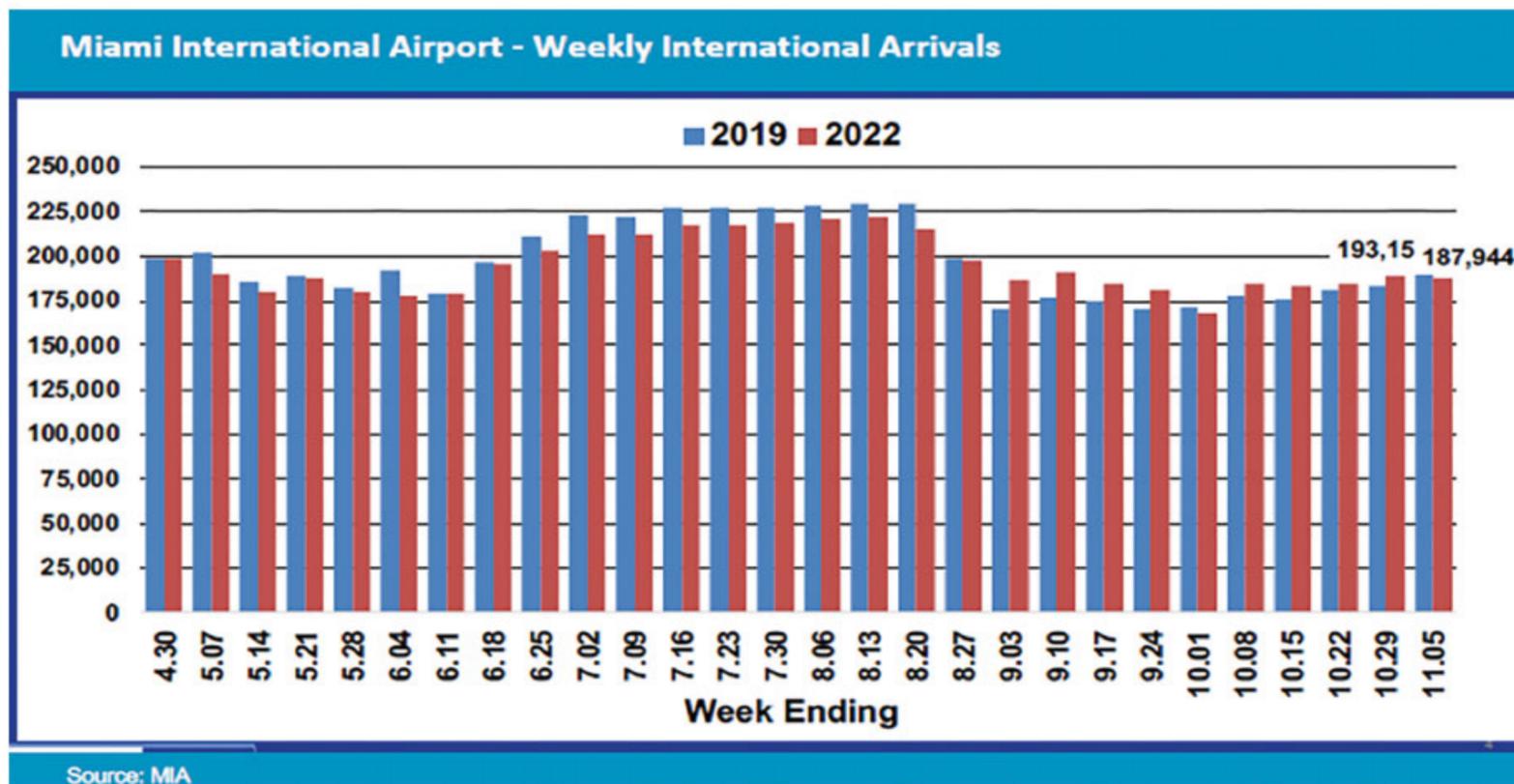


The office market in the Doral area saw \$119 million worth of assets sold in 2022, a sharp decline from pent-up volume surpassing \$400 million in 2021. Yet, this was an increase over 2020, when about \$100 million worth of deals closed. The estimated market price of local office properties reached \$320/SF at the end of 2022, still a deal compared to the region.

Office (Rent per SF)



The office market in the Doral area was still a mixed bag by the end of 2022. Office vacancies in the area stayed around 12%, among the highest in the region. However, rent growth has increased 6.1% in the past year to reach an average \$39/SF, still somewhat below the average across the metro region, but significantly below the premium rents prevalent in Downtown Miami and the Brickell area. Doral office rentals remain a good deal for firms seeking space in South Florida.



The chart above depicts weekly international arrivals into Miami International Airport between April 30-November 5 in 2019 and 2022. Pre-pandemic numbers in 2019 were generally higher until the trend reversed in September 2022. While it took months for the 2022 numbers to surpass 2019, post-pandemic numbers continue to be positive. This represents a positive trend for Doral and the region. (Source: MIA and GMCVB)

Regional Hotel Occupancy/ADR/RevPAR

Week Ending 11/5/2022

Area	Occ	% Change		ADR	% Change		RevPAR	% Change	
		22 vs 21	22 vs 19		22 vs 21	22 vs 19		22 vs 21	22 vs 19
Miami-Dade	74.8%	13.7%	-9.3%	\$249.69	22.2%	37.1%	\$186.85	38.9%	24.3%
Miami Beach	75.0%	21.2%	-8.3%	\$369.05	21.8%	53.7%	\$276.95	47.6%	41.0%
Downtown Miami / Brickell	74.9%	24.8%	-12.0%	\$241.68	15.6%	13.7%	\$180.93	44.2%	0.1%
Aventura / Sunny Isles	60.1%	6.6%	-9.2%	\$235.03	7.0%	37.9%	\$141.19	14.1%	25.3%
Surfside / Bal Harbour	56.3%	10.5%	-18.5%	\$805.60	38.7%	123.3%	\$453.64	53.3%	82.1%
Coconut Grove / Key Biscayne	68.9%	5.3%	-14.8%	\$249.01	5.7%	38.4%	\$171.62	11.3%	17.9%
Central Miami-Dade	76.0%	14.2%	-8.4%	\$129.84	13.9%	8.1%	\$98.62	30.1%	-1.0%
South Miami-Dade	70.4%	5.5%	-0.3%	\$105.62	18.0%	17.0%	\$74.37	24.4%	16.6%
Airport	82.0%	2.6%	-9.3%	\$129.22	16.0%	17.8%	\$106.00	19.0%	6.8%
North Miami-Dade	75.0%	12.2%	-12.3%	\$147.92	35.0%	31.9%	\$110.96	51.4%	15.7%
Coral Gables	74.4%	5.0%	-14.0%	\$200.22	26.6%	16.9%	\$148.96	32.9%	0.5%
Doral	80.8%	7.6%	-7.2%	\$151.09	20.1%	27.7%	\$122.01	29.1%	18.5%
Broward	68.9%	3.7%	-14.8%	\$168.02	20.1%	18.3%	\$115.85	15.7%	0.8%
Florida Keys	67.4%	-7.4%	-17.4%	\$320.97	22.2%	13.0%	\$216.48	-16.4%	-6.7%
Florida	70.5%	13.6%	-8.8%	\$170.93	13.6%	19.3%	\$120.51	29.1%	8.8%

Source: STR

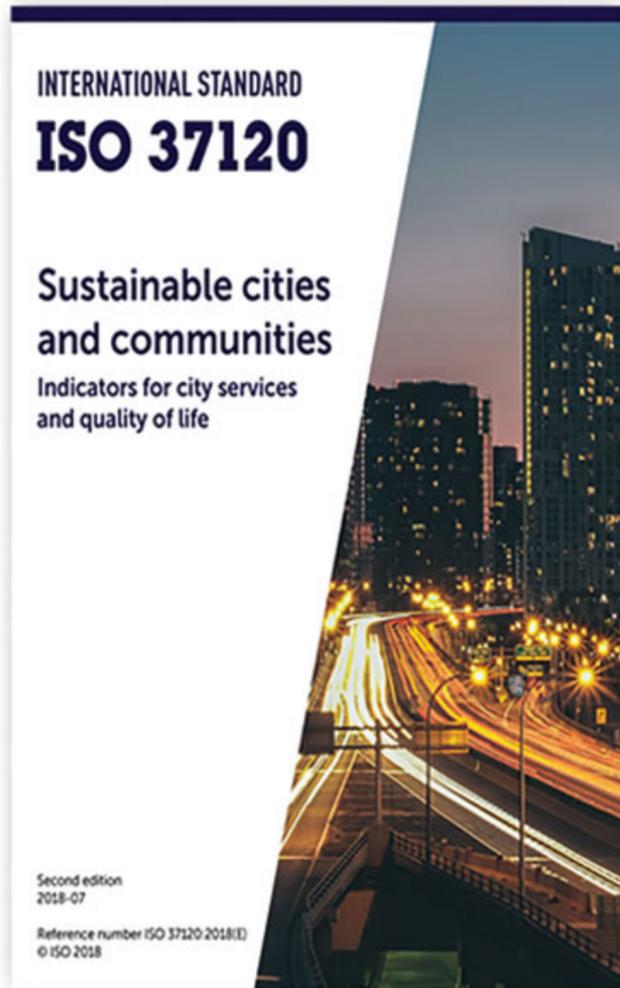
The chart above shows the regional hotel occupancy, average daily rate (ADR) and revenue generated per room (RevPAR). COVID-19 severely impacted the occupancy numbers, but almost every single one of these areas bounced back positively when comparing 2021 to 2022, specifically in Doral and the Airport submarket. The ADR and RevPAR were not negatively affected by the pandemic in most of the areas and trends continue to look positive for next season. (Source: STR and GMCVB).



WCCD

In September 2022, Doral was the first city in the United States and Canada, and one of the first in the world, to achieve World Council on City Data (WCCD) certification under all three standards within the WCCD-administered ISO 37120 Series of Standards. This achievement further solidifies the City of Doral's commitment to harnessing standardized city data to drive a citizen-focused approach to smart service delivery.

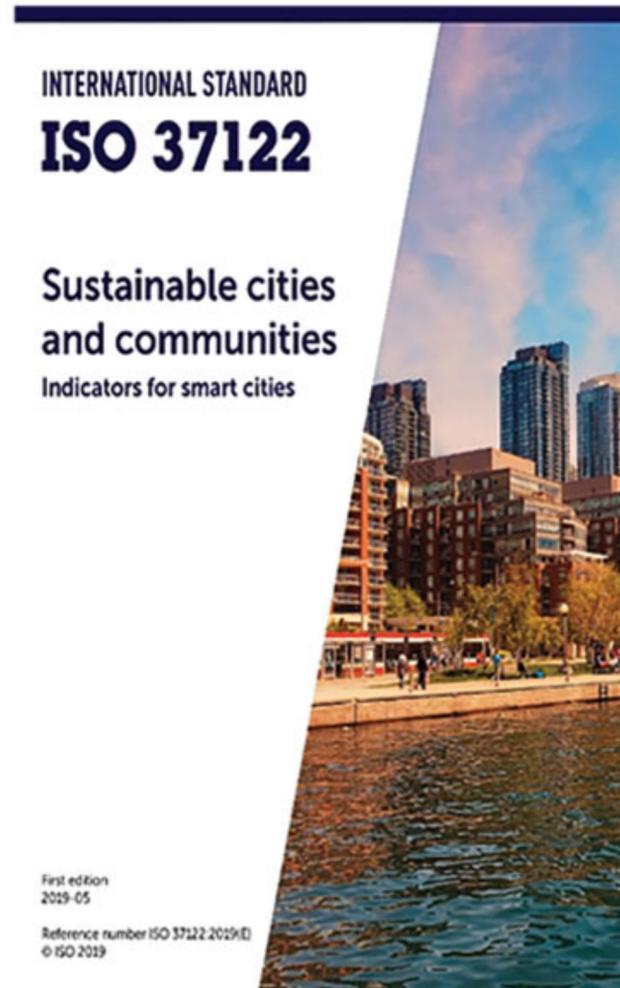
CELEBRATING THE FIRST AMERICAN CITY IN THE WCCD NETWORK CERTIFIED UNDER ISO 37120, ISO 37122, AND ISO 37123



ISO 37120

Indicators for City Services and Quality of Life

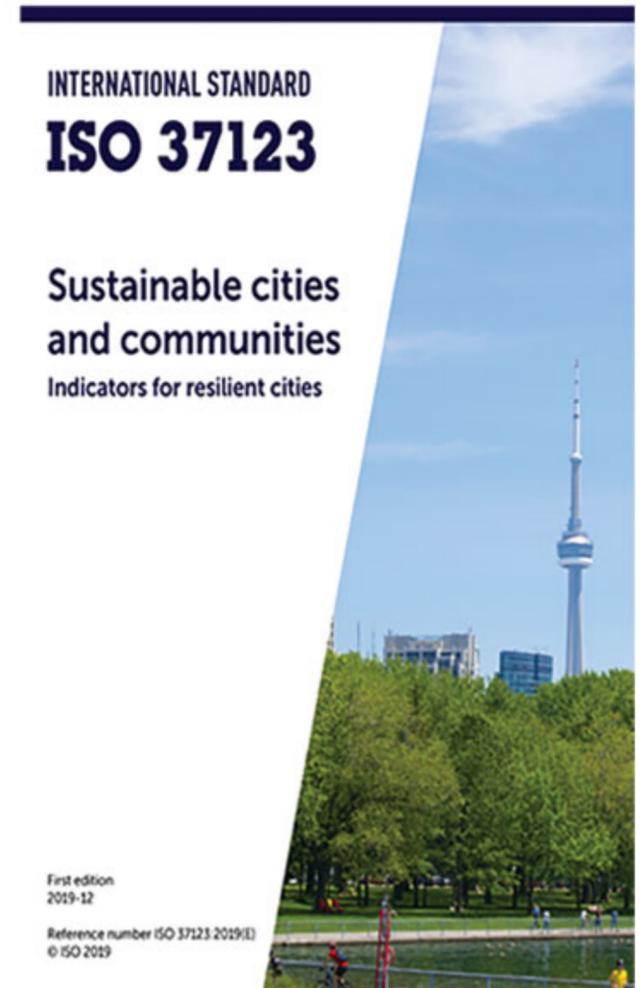
The 1st ISO Standard for cities, the WCCD is implementing this global first in over 100 cities across 35 countries, a milestone in the standardization of data.



ISO 37122

Indicators for Smart Cities

Cities globally are becoming Early Adopters of the new ISO 37122 and demonstrating that data is the essential starting point for all Smart Cities around the world.



ISO 37123

Indicators for Resilient Cities

Cities globally are becoming Early Adopters of this newest ISO and demonstrating that data is instrumental in building more Resilient Cities to plan for, and recover from, shocks and stresses

WCCD DATA ON EDUCATION AND COMMUNITY WELLBEING IN DORAL



Doral is widely considered to be a city with a strong dedication to education. But the educational information accumulated by the World Council on City Data (WCCD) shows that Doral ranks among the top cities in the world in certain categories. According to Miami Dade County Public Schools and ISO 37120 (Indicator 6.3) of the World Council on City Data, 99% of the students in the City of Doral completed their secondary, or high school, education during the 2020-2021 school year. This is an astounding statistic that shows why Doral is considered to be among the best educated cities in the region and a great place for employers looking to draw from a highly educated workforce.

Doral has a reputation as a safe city, and the WCCD data supports that standing. According to ISO 37120 (Indicator 15.7), Doral boasts an excellent average response time of 5.52 minutes for emergency response services from the time the initial call is placed. This data includes police, fire, and ambulance and is the lowest among the US cities recognized by the WCCD. This rapid response time is comparably much better than many of the major cities around the world that participate in the ISO 37120 program, and it bests the platinum-certified smart cities in the US, such as Boston, Los Angeles and Portland. With the addition of other smart city public safety initiatives like license plate readers in play, the data shows that Doral excels at embracing innovation to keep its citizens safe.



The wellbeing of a community is measured by many variables. But how can you compare completely different communities? The answer lies in the WCCD's standardization of data, which allows cities around the world to compare information on the same terms. ISO 37120, Indicator 21.4, of the World Council on City Data, shows that 100% of the Doral population lives within established proximity to basic services such as health centers, education centers, social and sports centers, and food and everyday product suppliers. The access to these services greatly impacts the wellbeing of the community and provides a platform to measure overall quality of life in a very positive way.

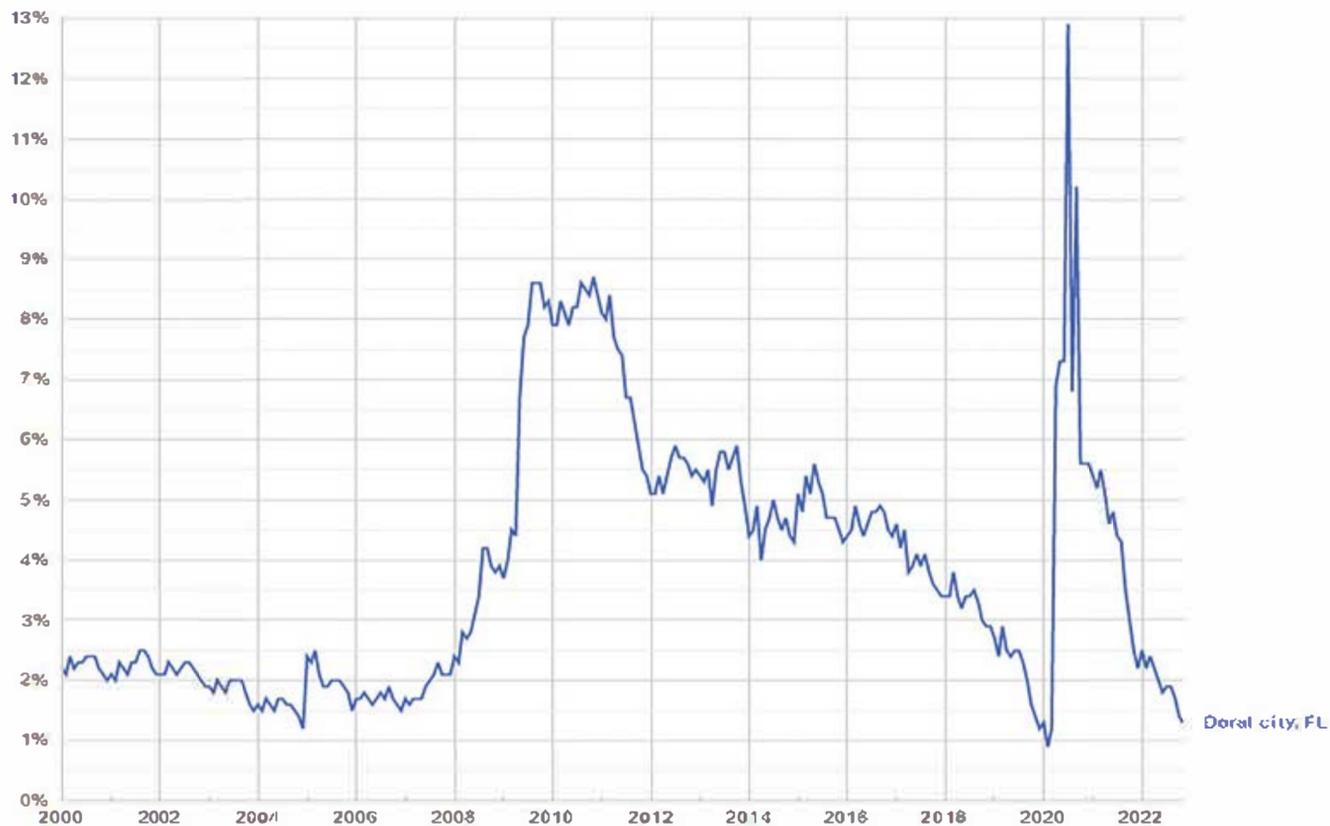
REVISED EMPLOYMENT AND UNEMPLOYMENT DATA FOR DORAL

Employment Rate



The US Bureau of Labor's revised employment data shows that the number of employed workers in Doral has remained steady following the pandemic era. Q3 and Q4 began with 33,494 employed workers in July 2022 and reached a high of 34,030 in October 2022. While the numbers aren't quite as high as the pre-pandemic months, they continue to trend in a positive direction.

Unemployment Rate



According to revised US Bureau of Labor Statistics, the unemployment rate in Doral has continued to decrease with each passing month, following the pandemic era. In July 2022, the unemployment rate was at 1.9% and recently reached 1.3% in November 2022. That is the lowest monthly unemployment rate since March 2020. In addition, Doral continues to outperform the current US unemployment rate of 3.5%.

CITY OF DORAL FEATURES MONTHLY 'BEST OF THE BEST 2022' CAMPAIGN



In February 2022, the City of Doral Public Affairs Department and Economic Development Division launched the “Best of the Best” 2022 promotional campaign to create consumer excitement and draw attention and customers from throughout South Florida to Doral businesses. A year later, the program is growing and going strong. The campaign provides a platform for the local and regional community to vote monthly on their favorite Doral businesses within a variety of different categories established for the program. Thank you to all who voted, recognizing their favorites. Make sure you visit the winning businesses to see what the buzz is all about!

July

Best Doral Park
Doral Glades Park



August

Best Place to Celebrate a Birthday
Kings Dining & Entertainment



September

Best Breakfast
Bachour Downtown Doral



October

Best Grocery Store
Publix Downtown Doral



November

Best Outdoor Dining
Doral Yard



December

Best Steak
Fuegos Del Sur Doral



DORAL SPEND LOCAL, SAVE LOCAL

Doral businesses can participate in the Spend Local, Save Local Program by offering a discount on products and/or services to residents. Participation gives exposure to your businesses, while helping our local economy. Participating businesses may be eligible for a promotional video produced by the city – at no cost to the business! Join over 180 Doral businesses that have already seen the benefits of the program by visiting www.cityofdoral.com/spendlocal.



Connect with us



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