

RESOLUTION No. 21-38

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING AN AGREEMENT WITH BUSINESS FLARE ECONOMIC DEVELOPMENT CONSULTANT TO CONDUCT PHASE 2 OF AN ANALYSIS OF CURRENT ECONOMIC DEVELOPMENT PROGRAMS, AND FURTHER ADVISE ON IMPLEMENTATION STRATEGIES TO RESTART THE ECONOMY POST COVID-19; IN AN AMOUNT NOT TO EXCEED \$27,000.00; AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT AND EXPEND BUDGETED FUNDS 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; and

WHEREAS, On May 13, 2020, the Mayor and City Council approved Resolution No. 20-86, authorizing an emergency agreement with Business Flare to conduct the first phase of an analysis of Economic Development programs and advise on implementation strategies to mitigate the effects of COVID-19 and help restart the local economy post-Coronavirus; and

WHEREAS, Business Flare presented the results of its Phase 1 analysis at the City Council meeting on January 13, 2021; and

WHEREAS, the city seeks to engage Business Flare in Phase 2, including the implementation of post-COVID economic development and redevelopment strategies within the City of Doral as specified in “Exhibit A,” and featuring strategies for revitalization and market positioning identified in the agreement; and

WHEREAS, staff has identified Business Flare as being a well-respected South Florida-based small business that has a team of professionals that have worked for municipalities and advised municipalities on implementation strategies; and

WHEREAS, staff respectfully requests that the Mayor and the City Council-Members approve the Phase 2 agreement/proposal with Business Flare Economic Development Consultant, in order to study available economic data and present implementation strategies back to this City Council 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 near future; and

WHEREAS, funds for this service will be available in the Planning and Zoning Professional Services account, # 001.40005.500310.

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

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

Section 2. Approval. The City Manager is authorized to enter the City into an agreement, for the term of the contract and any necessary extension periods, to engage Business Flare in a Phase 2 study and present current economic data, create implementation strategies and make recommendations to the Economic Development programs offered by the city 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 near future for an amount not to exceed \$27,000.00 per the contract's terms of service.

Section 3. Authorization. The City Council of the City of Doral, Florida hereby authorizes the City Manager expend funds in an amount not to exceed \$27,000.00 from professional Services Account, # 001.40005.500310.

Section 4. Effective Date. This Resolution shall take effect immediately upon adoption.

The foregoing Resolution was offered by Vice Mayor Cabrera who moved its adoption. The motion was seconded by Councilman Puig-Corve and upon being put to a vote, the vote was as follows:

Mayor Juan Carlos Bermudez	Yes
Vice Mayor Pete Cabrera	Yes
Councilwoman Digna Cabral	Yes
Councilwoman Claudia Mariaca	Yes
Councilman Oscar Puig-Corve	Yes

PASSED AND ADOPTED this 10 day of February, 2021.

ATTEST:



CONNIE DIAZ, MMC
CITY CLERK



JUAN CARLOS BERMUDEZ, MAYOR

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



LUIS FIGUEREDO, ESQ.
CITY ATTORNEY

EXHIBIT “A”

January 19, 2021

Manuel Pila, Economic Development Manager
City of Doral
Via Email

Dear Mr. Pila:

It is my pleasure to provide the following proposed scope of work to for Phase II of the City of Doral economic development and redevelopment consulting services. We are excited about continuing to work on Phase 2, the implementation of Post-COVID economic development opportunities.

Scope of Work

Task 1: Downtown Doral Arts District (DDAD). BusinessFlare will implement revitalization and market positioning strategies for the Adaptive Reuse Area that are identified in the Post-COVID Economic Development Strategy.

- Develop a detailed workplan and implementation schedule.
- Communicate and coordinate with key stakeholders including property owners, businesses, developers, real estate brokers and other partners (GMCVB, etc).
- Develop and maintain an inventory of available real estate.
- Coordinate with the City to develop a project webpage.
- Expand consumer behavior research related to the District.
- Work with key stakeholders to develop a brand and identity for the district.
- Work with key stakeholders to develop a vision for redevelopment opportunities and transitions between the district and Downtown Doral.
- Develop and prioritize physical improvement needs.
- Assist the City on business attraction for available properties in the district.

Task 1 Outcomes:

1. Finalize a District Brand/Identity.
2. Project/District Webpage.
3. Stakeholder Database.
4. Real Estate Assessment and Database.
5. Existing and Targeted Consumer Profiles for Downtown and the DDAD and Recommendations for market positioning of the district.
6. Recommendations for the character of redevelopment projects.
7. Recommendations for public realm improvements and transitions within and between districts.

Task 1 Timeline: February 2021-August 2021

Task 1 Fee: \$10,000

Task 2: Doral Décor District. BusinessFlare will implement revitalization and market positioning strategies for the Doral Décor District to identify opportunities to improve the competitiveness of district businesses and enhance the area's physical character.

- Identify opportunities for marketing and promotion.

Outcomes:

1. Project/District Webpage (if necessary).
2. Recommendations for increasing exposure and market positioning of the district.

Task 2 Timeline: February 2021-August 2021

Task 2 Fee: \$2,000

Task 3: Redevelopment and Economic Development Consulting. BusinessFlare will provide redevelopment and economic development consulting services to the City for additional opportunity sites and efforts that are identified by the Client, including:

1. Enhancing the City's hotel submarket position within the region and recommendations regarding the development of additional hotel inventory.
2. Assessment of the potential economic and fiscal benefits for development of the opportunity sites.
3. Provide recommendations to ensure that the City's economic development approach is seen as comprehensive and integrated through all relevant processes and procedures.

Task 3 Timeline: February 2021-August 2021

Task 3 Fee: \$8,000

Task 4: Industrial Land Use and Targeted Industry Analysis. BusinessFlare will analyze the City's industrial areas within the context of current and projected market demand. This analysis will assess industrial trends (especially the Logistics sector) and the ability of the City's industrial market to positively respond to said trends. Additionally, this assessment will identify threats and incompatible encroachments into the City's industrial areas with strategic recommendations for industrial business retention and expansion. This task will support the City's efforts to encourage development and investment that is consistent with the City's vision of continued economic diversification rather than efforts that respond only to near term trends which create parcel by parcel encroachment that jeopardize diversification.

Task 4 Outcomes:

1. Doral Industrial Market Overview Assessment
2. Report on Industrial Real Estate Trends
3. Doral Industrial Market SWOT Analysis and Strategic Recommendations

Task 4 Timeline: February 2021-August 2021**Task 4 Fee:** \$7,000**Billing**

The Fee for this engagement shall be \$27,000 for the period from February 10, 2020 through August 9, 2021, to be invoiced to the City in six (6) monthly installments of \$4,500 at the beginning of each month.

Any additional services or work beyond the scope identified in this document shall be billed at either a negotiated flat fee or on an hourly basis at the following public sector rates:

Project Director	\$150
Redevelopment Associate	\$100
Grants Manager	\$100
Economic Development Associate	\$75
Urban Designer	\$75
Creative and Design	\$50
Project Management	\$75
Administration	\$50

Personnel Assigned to this project):

Kevin S Crowder	Owner / Project Director
Alicia Alleyne	Operations and Project Manager
Kent Bonde	Redevelopment Associate
Farrell Tiller	Economic Development Associate
Stacy Kilroy	Grants and Healthcare Manager
Lina Duque	Creative Director

Additional Information

BusinessFlare LLC is a Miami-Dade County based business.

BusinessFlare LLC is a State of Florida Certified Veteran and Native American Owned business.

The BusinessFlare team includes an active realtor that is available if needed by the City.

Thank you for the opportunity to provide this proposal. We look forward to working with you.

Sincerely,

Kevin S. Crowder, CEcD
Owner, BusinessFlare