



Planning and Zoning Department - Economic Development Division

# Quarterly Economic Report



Q1-Q2 2022



# MAYOR AND CITY COUNCIL



**CLAUDIA MARIACA**  
*Councilwoman*



**DIGNA CABRAL**  
*Vice Mayor*



**JUAN CARLOS BERMUDEZ**  
*Mayor*



**PETE CABRERA**  
*Councilman*



**OSCAR PUIG-CORVE**  
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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, economic data, site aid, referrals, and individualized assistance to new businesses. The division helps existing firms with information, education, access to capital, connections and promotions. The division generates targeted leads through advertising, media messaging, content, and promotions. Other outreach mediums include presentations and educational events.

## City of Doral Business Assistance Grants Awarded In 2022



### **PTSA Grant Program - Cycle Period: 2021-2022 School Year**

The PTSA Grant Program for the 2021-22 school year assisted more than a dozen Doral schools in implementing educational programs that benefit their students. Through the grant process, the City of Doral reimbursed PTSA's and schools up to a maximum of \$6,000 for approved educational enhancement programs taking place in the current school year. The grant funded art projects, botanical gardens, computer purchases, technology updates, educational software, creation of a STEAM lab, wellness supplies, athletic equipment, fitness materials, musical instruments and many more important initiatives in our schools. Thanks to all the hard-working students, parents and school administrators for displaying dedication and creativity in the application process. See you next school year!

### **Community-Based Organization (CBO) Grant Program - Awarded April 2022**

The CBO Grant Program provided non-profit organizations based in the city with up to \$5,000 to plan, develop and implement sustainable projects that will serve the needs of the Doral community. Congratulations to Dios Con Nosotros, Doral Recreational Sports, Friends of Doral Scouts, and Vet Info Inc. for their winning applications!

### **Façade Improvement Grant Program - Awarded June 2022**

The Doral Façade Improvement Grant Program awarded up to \$10,000 in grant funds to five businesses and HOAs in Doral that applied for assistance in comprehensive improvement projects on properties in the city. The competitive grant was available for exterior improvements like painting, signage or lighting. Congratulations to Coronado at Doral Master Association, Costa Verde HOA, Motor Car Kingdom, NGF 8500 and Ralgo Doral for investing in the beautification of Doral!

### Doral And Higüey, Dominican Republic Signs Historic Sister Cities Agreement On June 17



On June 17th, the City of Doral and the City of Higüey, Dominican Republic signed a Sister City agreement, executed by Mayor Juan Carlos Bermudez and Mayor Rafael Baron Duluc. The agreement activates cultural interaction and stimulates bilateral trade between the two municipalities. Residents from Higüey and Doral are encouraged to engage in mutually beneficial cultural, educational, and business exchanges. The Sister Cities initiative underscores the importance of forming relationships abroad to further the City's economic growth. In attendance were City Council members, community leaders, business owners and residents. Guests also enjoyed a reception sponsored by Barceló Rum and featuring music by Agapito Pascual.

### SBDC @ FIU Step Up Your Startup Training Series Provides New Business Education

Florida's Small Business Development Center (SBDC) @ FIU and the City of Doral joined forces on July 14 for the SBDC's bilingual Step Up Your Startup entrepreneurial training series. The workshop provided practicable steps and resources for aspiring local entrepreneurs seeking to launch their own business. Topics included: basic steps to turn your idea into a reality, aspects of successful startup strategies, and free business resources to help start your business. The free workshops were conducted by the SBDC's entrepreneurship expert Jesus Padilla as a follow-up to their December 2021 presentation. For more information, contact the SBDC @ FIU at 305.779.9230 or visit [www.business.fiu.edu/centers/sbdc](http://www.business.fiu.edu/centers/sbdc).



Grow with Google  
DIGITAL COACHES

Launch Your Business with Customer-Focused Marketing - Part 2  
07.21.22 | 12:00 pm  
RSVP:  
[g.co/grow/digitalcoachFL](http://g.co/grow/digitalcoachFL)



Vicente Pimienta  
Florida Coach

In Partnership with:



### Grow With Google Workshops Empower Entrepreneurs

On July 21, the City of Doral teamed up with Google to present the last of four workshops in the monthly Grow with Google series, offered from April through July 2022. Presented by official Grow with Google Digital Coach Vicente Pimienta, the bilingual workshop series offers hands-on instruction in how to benefit your business with web-based marketing, analytics and online marketing tools available to all business owners. The Grow with Google program is available to help underserved businesses learn how to access online resources designed to help businesses grow online. The first two workshops, held in April and May, were presented in Spanish, while the last two workshops, held in June and July, were presented in English. For more info on future Grow with Google events, contact [economicdevelopment@cityofdoral.com](mailto:economicdevelopment@cityofdoral.com).

### USDOT Office Of Small Business Director Scales Presents Bipartisan Infrastructure Law Briefing

On February 17, the City of Doral hosted a high-level briefing by Shelby Scales, Director of the US Department of Transportation (USDOT) Office of Small Business, on funding opportunities contained in the Bipartisan Infrastructure Law. The \$1 trillion law is intended to make historic investments in transportation, public safety and climate resilience, creating jobs across the country. Director Scales and Regional Director Adriana Clark provided information about the historic new law and its impact on small business. In addition, the construction law experts at The Barthet Firm offered advice for small businesses seeking to participate in projects funded by the new law. For more info, contact [manuel.pila@cityofdoral.com](mailto:manuel.pila@cityofdoral.com).



### Doral Business Forum Offers One-Stop Shop For Business Development Resources



On February 24, Doral teamed up key business development partners to present a one-stop introduction to some of the most important resources available to local South Florida businesses. Participating organizations included the Beacon Council Foundation's Miami Community Ventures, CAMACOL Doral, Enterprise Florida, Florida's SBDC @ FIU, and the Goldman Sachs 10,000 Small Businesses at MDC Program. Keynote speaker Dr. Ned Murray, Associate Director of FIU's Jorge M. Perez Metropolitan Center, provided an update on the state of Miami-Dade's economy. This event is an initiative of Doral's Economic Development Advisory Board.

### Minority Business Tools Event Features Financing Info

On April 7, Doral hosted the Florida State Minority Supplier Development Council (FSMSDC) workshop offering business owners information about financing programs and resources. The event featured Prospera, Miami Bayside Foundation, and Platinum Business Solutions' Antonio Prado, who provided info on Doral's Business Valuations Program and options for long-term growth and stability available to Doral businesses.



## The Rhythm Foundation And Doral Presents Ritmo Doral At The Doral Yard

Rhythm Foundation was live. 1d · 🌐

Live from [The Doral Yard](#) it's Ritmo Doral! Featuring a live performance from [Gafieira Rio Miami](#) and special guest [Son mandinga](#) Presented by [City of Doral](#) and The Rhythm Foundation.

66K Views

Like Comment Share

248

15 Shares

The 6th annual Ritmo Doral concert took place on March 12 at the Doral Yard in Downtown Doral, featuring 11-piece Brazilian big band Gafieira Rio Miami and Afro-Venezuelan group Son Mandinga. The exciting live concert was livestreamed to more than 66,000 viewers around the world and served as an outstanding virtual branding event for the City of Doral and its partners. Ritmo Doral has been one of the city's signature events since the inaugural event in March 2017 delighted attendees with a free performance by Colombian musician Anibal Velasquez. Subsequent editions featured Grammy-winning Brazilian singer Vanessa Da Mata, L.A.-based Grammy darlings La Santa Cecilia, Venezuelan roots performers Betsayda Machado and La Parranda El Clavo, and brassy Ensemble 7/4. The Rhythm Foundation is a well-respected nonprofit organization with a 34-year track record of assisting South Florida cities produce cultural and economic development events. Founded in 1988, The Rhythm Foundation is a foremost presenter of international music in the US. For more information, visit

[www.rhythmfoundation.com/ritmo-doral#/events](http://www.rhythmfoundation.com/ritmo-doral#/events).

## 'Call To Artists' Public Art Proposals To Be Chosen In Fall

**CALL TO ARTISTS!**

**DORAL FLORIDA**

Calling professional artists to submit qualifications for acquisition of works of art to be installed on private or public property within the City. We're looking for art that captures Doral's spirit as the "premier place to live, work, learn and play" reflecting the community's emphasis on: family, unity, peace, and multiculturalism.

**DEADLINE:**  
February 8, 2022, 5:00 p.m.

**SUBMIT TO:**  
Elizabeth Alvarez, Senior Planner:  
Elizabeth.alvarez@cityofdoral.com

Visit [www.cityofdoral.com/publicarts](http://www.cityofdoral.com/publicarts) for complete guidelines, requirements and details on what is needed to apply.

Please contact the Planning & Zoning Department at (305)593-6630 for additional information.

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[www.cityofdoral.com](http://www.cityofdoral.com)

In February 2022, the City of Doral accepted dozens of applications after it issued a Call to Artists requesting qualifications from artists and/or artist teams for acquisition of works of art to be installed on private or public property within the City of Doral. The goal of the Call to Artists was to foster community pride and convey the sense of the Doral community through exciting new public art installations. The selected artist(s) will design site specific artwork that will provide City of Doral residents and visitors with a visual experience while adding to the sense of place of the neighborhood. This opportunity was open to all artists or artist teams over the age of 18. Previous experience in public art was desired but not required. Costs for this project will not exceed \$300,000. This includes design, fabrication, materials, shipping, consultant fees, artist fees, travel, insurance, and any other costs associated with the design production, delivery, and installation of the artwork. The applications were considered by a committee which will present its recommendations to the City Council for consideration in the Fall of 2022.

## Doral Hailed As Global Smart City Leader At Emerge Americas Tech Conference



The City of Doral showed off its smart city status at the eMerge Americas conference, held April 20-21 at the Miami Beach Convention Center. The annual eMerge Americas event draws advanced industries from around the world and is credited as an important linchpin in South Florida’s transformation into a global tech hub. Doral was on hand to promote its remarkable achievements as one of only a handful of cities to receive multiple ISO certifications from the World Council on City Data, a Toronto-based organization that helps cities of all sizes globally embrace ISO standardized, independently verified, and globally comparable data to make data driven decisions on how to become more sustainable, smart and resilient.

## Doral Among First Cities Awarded Wccd Iso 37123 Resilient City Certification

**ISO 37123**

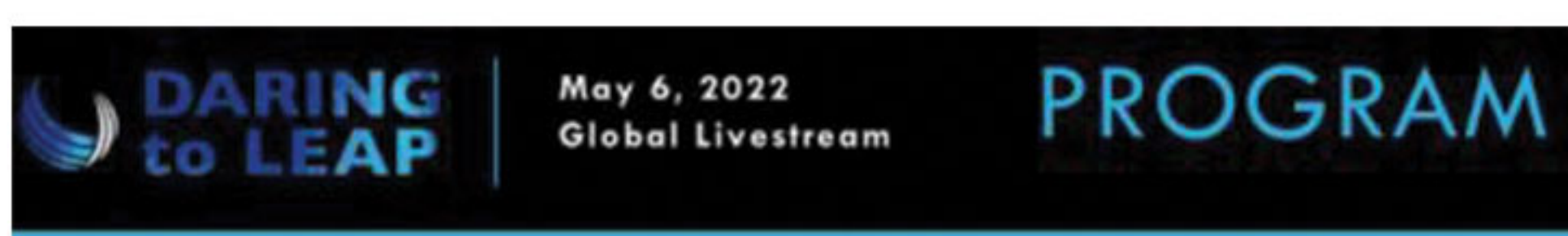


**WORLD COUNCIL  
ON CITY DATA**

**EARLY ADOPTER**

On May 5, 2022, Doral became one of the first cities in the world to be certified by the World Council on City Data (WCCD) under its newest ISO standard, ISO 37123 Sustainable Cities and Communities - Indicators for Resilient Cities. WCCD President/CEO Dr. Patricia McCarney presented the certification to Doral’s Mayor and Council in August. According to McCarney, “This certification positions Doral as a WCCD ISO 37123 Early Adopter City, joining an early cohort of approximately 10 cities worldwide committed to harnessing standardized city data to drive a citizen-focused approach to building a more resilient future for your city.” To achieve this goal, the Doral team answered over 150 inquiries/indicators measuring the city’s ability to respond to a crisis. McCarney concluded: “Your team’s exceptional efforts will undoubtedly serve as an incredible example for other cities in our network.”

## Wccd & Doral Featured At Veristell Institute's Daring To Leap Sustainability Symposium



The WCCD compares the data from each of the certified cities in a proportional manner to help place city in a global context.

The advantages of the certifications help promote the City of Doral as a desirable global business & sustainability destination.

**MODERATOR: Faith Goodman**  
Founder & Board Director, VeriStell Institute  
CEO, Goodman Sustainability Group Inc.

**Manuel Pila**  
Economic Developer, City of Doral, Florida

**Part B – City of Doral – Award Winner for Sustainable City & Smart City**  
The World Council for City Data will provide a perspective on why the Doral model is world-class and what this means for other mega-cities around the world. The sustainability benchmark is moving!

**Patricia L. McCarney**  
President & CEO, World Council on City Data

On May 6, Doral Economic Developer Manuel Pila and WCCD President/CEO Dr. Patricia McCarney participated as joint speakers in a global sustainability symposium by the VeriStell Institute where the city’s resiliency, sustainability and smart city efforts were highlighted. During the interview by VeriStell Institute Founder Faith Goodman, Dr. McCarney announced to a global audience that Doral is the only city in the US and Canada to obtain all three certifications: ISO 37120 - Sustainable Development in Communities; ISO 37122 - Indicators for Smart Cities and the newly acquired ISO 37123 - Indicators for Resilient Cities. Mr. Pila noted how profiling a city as “smart, sustainable and resilient” can promote economic growth.

### Doral Featured In Aruba And Curacao Women Entrepreneurs Webinar Unleash Your Us Potential



Doral's Economic Development division participated in the international Unleash Your US Potential: Aruba and Curacao Women Entrepreneurship Webinar, held on March 23. Speakers included Aruban Prime Minister Evelyn Wever-Croes, Curacao's Vice Prime Minister Ruthmilda Larmonie-Cecilia, US Commercial Service Officer Yamilee Bastien, Cargo International Consolidators President Michelle Fajardo, and Doral Economic Developer Manuel Pila. Topics included practical orientation on doing business in the US and offered info to facilitate US market entrance. Doral's presentation addressed how business owners can benefit from Doral's Sister Cities relationship with Oranjestad, Aruba.

### Doral Hosts Fundacion Lideres Globales Diplomatic Missions From Latin America

On April 28 and June 22, 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 Fundacion Lideres Globales consisted of 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 learned about Doral's government, its smart city programs, and future development projects.



### Florida Foreign Trade Association Trade Mission Brings Dominican Businesses To Doral



On May 23, the City of Doral hosted a Florida Foreign Trade Association Business Networking Lunch to receive a group of Dominican entrepreneurs interested in strengthening ties in Miami-Dade County and opening doors for increased business relations.

The businesses were welcomed by the Mayor and Vice Mayor of Doral and provided information about how to do business in the American market. Sponsors included the City of Doral, Miami-Dade County, Enterprise Florida, AmCham DR, Millenia Atlantic University, PortMiami, Port Everglades, Tropical Shipping, Crowley and Digisults.



### Venezuelan American Freight Forwarders Association Offers Economic Update To Members

On May 12, City of Doral Mayor and Councilmembers attended a meeting of the Venezuelan American Freight Forwarders Association (VAFFA) at Allegro Doral to offer support and information to the organization's members. The Economic Development division presented an economic report to the members, including information about the city's history, its ongoing business assistance programs, special community events and an update on major municipal projects like the Parks Bond construction projects. The event also included a presentation from Papaya.com.




### Doral Hosts New Discoveries Of El Mirador With Celebrity Archeologist Richard Hansen

1 of 1

FARES-USA, the City of Doral,  
and the Guatemalan Consulate in Miami,  
cordially invite you to

## THE NEW DISCOVERIES OF EL MIRADOR



with guest speaker  
**DR. RICHARD D. HANSEN**


We will be screening a preview  
of the documentary  
"La Cuenca De La Serpiente".

Please join us in celebrating a night  
of Mayan history and new discoveries!

**FREE ADMISSION**  
Complimentary drinks and  
Hors d'Oeuvres.  
Special Guest: Marcos Antil

**JUN 23 2022** Government Center, City of Doral  
8401 Nw 53rd Terrace, Doral, FL 33166

6:00pm to 9:00pm



On June 23, the City of Doral hosted famed archeologist Dr. Richard Hansen's fascinating update on the latest discoveries of the massive El Mirador archaeological effort in Guatemala. The event included a screening of the documentary La Cuenca De La Serpiente. The event, sponsored by FARES-USA, the Guatemalan Consulate in Miami, and the City of Doral through its Sister Cities relationship with Guatemala City, focused on the history of the priceless Mayan ruins uncovered deep in the Guatemalan jungle. El Mirador (which translates as "the lookout", "the viewpoint", or "the belvedere") is a large pre-Columbian Maya settlement, located in the north of the modern department of El Petén, Guatemala. The site covers some 10 square miles with several thousand structures documented, including numerous major cities connected by raised stone causeways and monumental pyramid structures that rise above the dense foliage. The most famous pyramid, known as the La Danta temple, towers approximately 236 feet above the forest floor and is considered by some archeologists to be one of the largest ancient structures in the world. Dr. Hansen's decades-long project has been covered by National Geographic, Discovery Channel, History Channel, ABC's 20/20 and the BBC.

## Ribbon-Cutting Ceremonies Celebrate New Businesses In Doral

Every new business that opens in the City of Doral is cause for celebration. It's someone's American Dream come true and someone else's potential favorite restaurant, store or spa. In the past few months, city leaders have attended ribbon-cutting ceremonies at brand new businesses that chose to cast their fortunes with the City of Doral. Here are a few of the historic moments when new establishments, like Naturissimo, House of Mac, World of Beer and Bio Cell Wellness Group, were inaugurated with a ceremonial slice of the city's giant scissors. For more info 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](mailto:economicdevelopment@cityofdoral.com).



Naturissimo, 3887 NW 107th Avenue



House of Mac at the Doral Yard, 8455 NW 53rd Street



World of Beer, 8700 NW 36th Street



Bio Cell Wellness Group, 8725 NW 18th Terrace

## Mayor And Council Honor New Businesses In Doral

For many business owners, a grand opening is the perfect opportunity to let the community know that they have opened their doors. The Economic Development division can help make it official and orient businesses through the process of inviting city leader to participate. We'll bring the ribbon and everyone's favorite oversized scissors to give the event just the right touch of official gravitas. In March and April, city leaders welcomed such special projects as Shoma Bazaar, the renovation of Design at Doral Plaza, Martinez Legal Firm and the restaurant Paraisso at City Place. We invite you to check out these exciting new establishments in your neighborhood.



Shoma Bazaar, 9420 NW 41st Street



Design at Doral Plaza, 3131 NW 79th Avenue



Martinez Legal Firm, 8240 NW 52nd Terrace



Paraisso, 3450 NW 83rd Avenue

## The Entrepreneurial Spirit Shines In Doral's Ribbon-Cutting Events

The ribbon-cuttings kept coming in April, May and June even as the renewal of springtime gave way to the warmth of summer in South Florida. Such exciting new businesses as Pinecrest Bakery, Good Life Wellness Center, Koa Poke and Burrito, and CKO Kickboxing made history when they officially opened for business in Doral. Congratulations to these entrepreneurs who chose to make their dreams come true in Doral, bringing fresh options for fantastic food, fun, self defense and healthy living. How many of these new Doral businesses have you visited?



Pinecrest Bakery, 8398 NW 58th Street



Good Life Wellness Center, 3905 NW 107th Avenue



Koa Poke and Burrito, 10728 NW 74th Street



CKO Kickboxing, 3887 NW 107th Avenue

## Doral Is A Hot-Spot For New Businesses

When we say Doral is hot, we mean it – especially as the summer months bring rising temperatures, proud social media posts documenting graduation ceremonies, and the inevitable afternoon rainstorms that cool us off just before dinner. The summer also brought a slew of sensational ribbon-cuttings throughout May and June, proving that not even the sweltering summer heat can dampen Doral’s development. From new city parks to perfect pastelitos, from the cutest possible puppies to the coolest cars, there were a lot of fresh experiences to delight the community with the opening of White Course Park, Karla Bakery, World Famous Puppies and the anniversary celebration of Super Autos Miami.



White Course Park, 8429 NW 41st Street



Karla Bakery, 2000 NW 87th Avenue



World Famous Puppies, 7870 NW 52nd Street

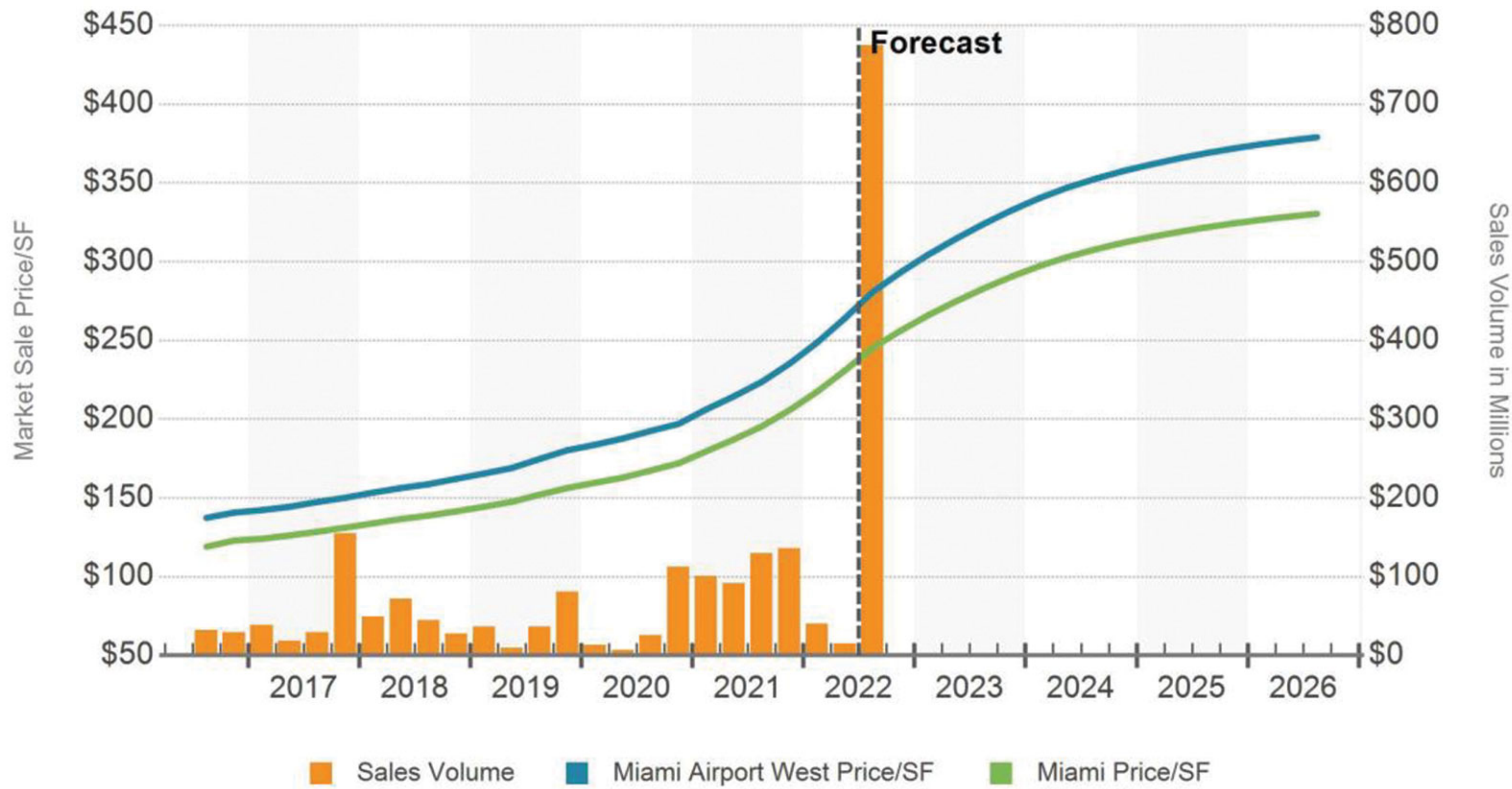


Super Autos Miami, 8470 NW 58th Street

## Doral Real Estate Market Update: Industrial

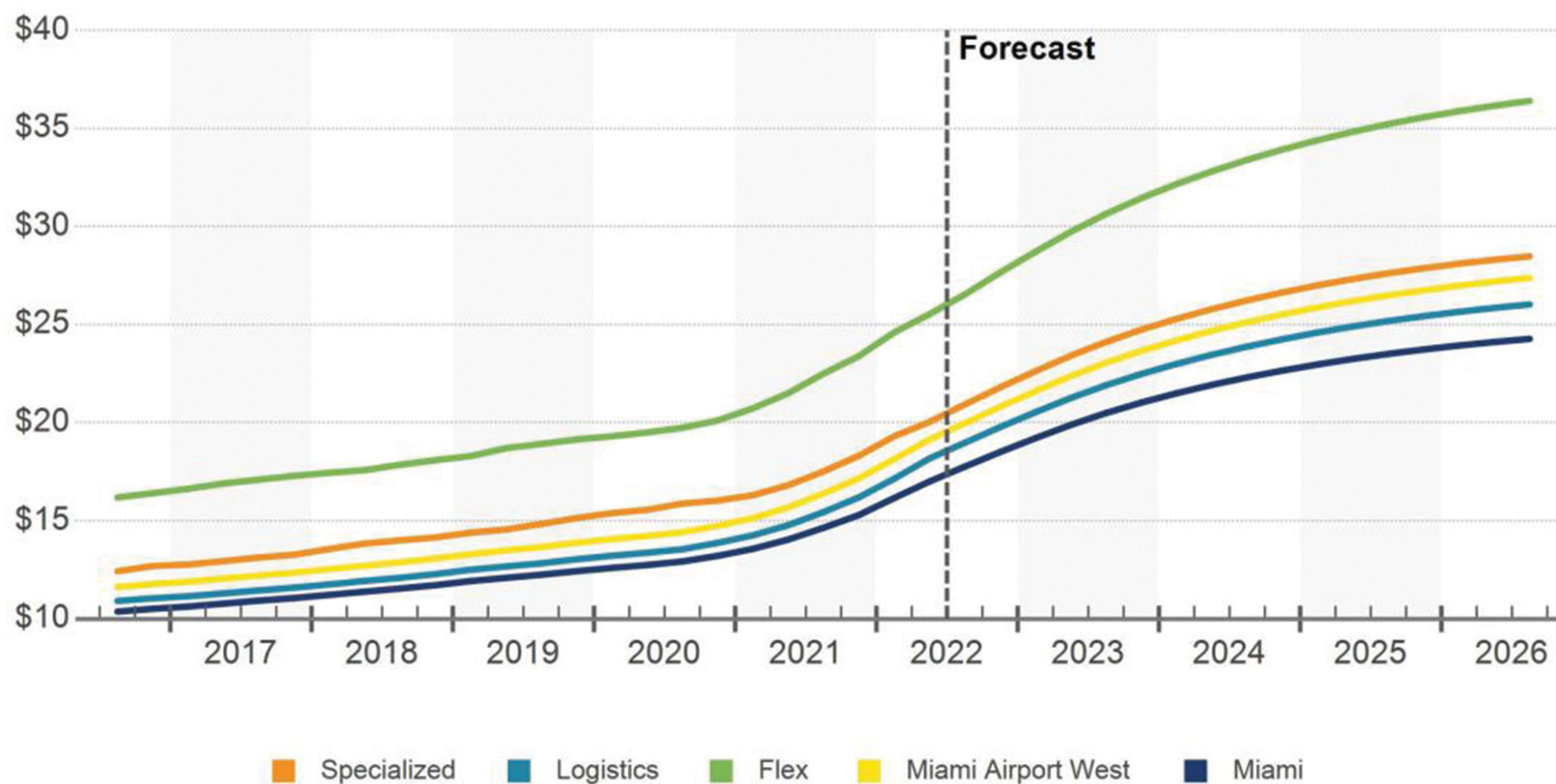
According to the real estate experts at CoStar, the industrial sector in the city of Doral is hot. The following data provides an historic overview of the market for industrial space in the first six months of 2022.

### Industrial (Sales Volume & Price per SF)



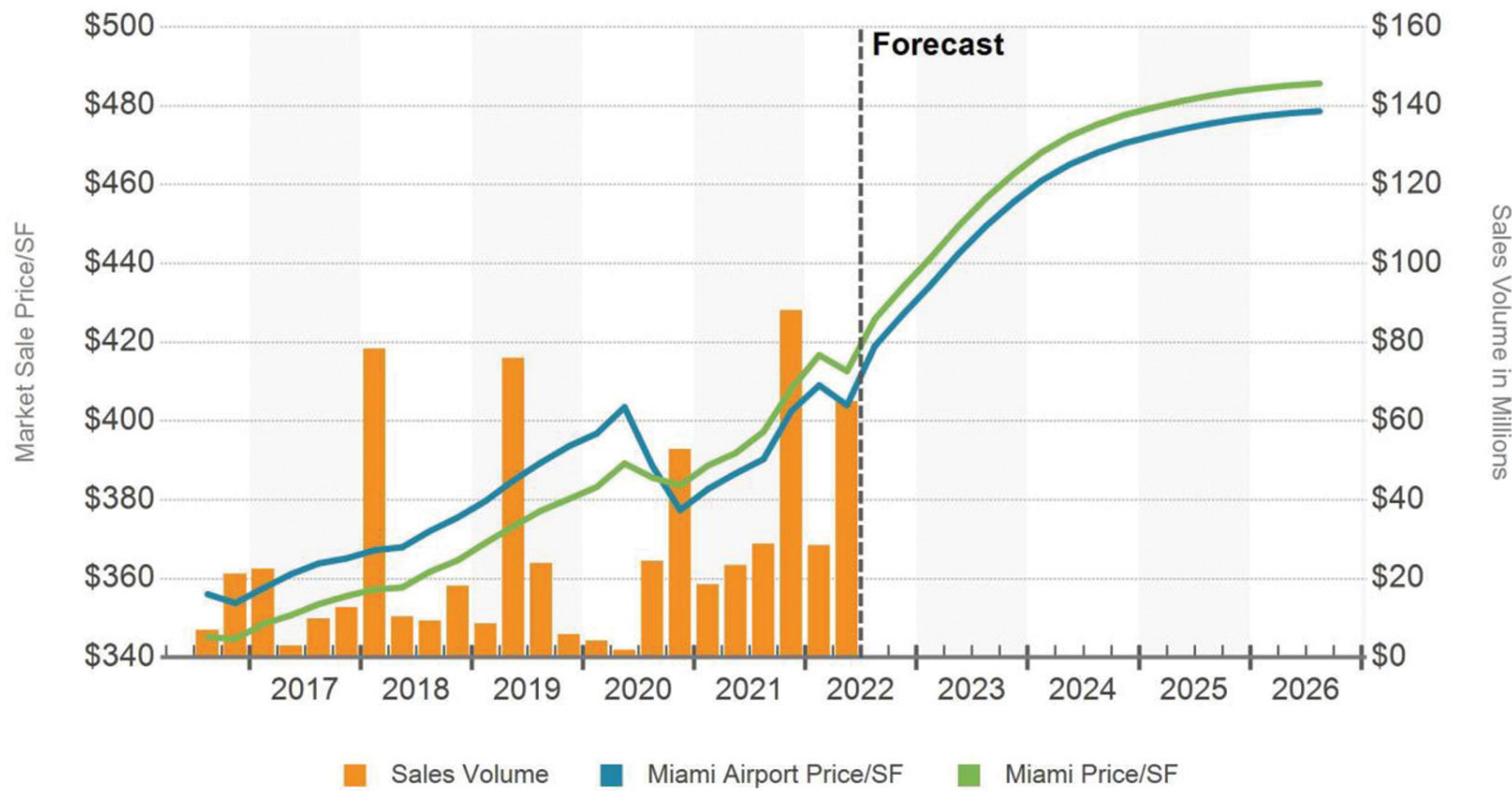
The industrial market in Doral has been hot in the first half of 2022. Over the past five years, annualized sales volume has averaged \$276 million. Now, volume has hit \$1.1 billion during these past 12 months, the highest level recorded over that five-year period. Average price per square foot is at \$270, growing by more than 10% since last year due to demand.

### Industrial (Rent per SF)



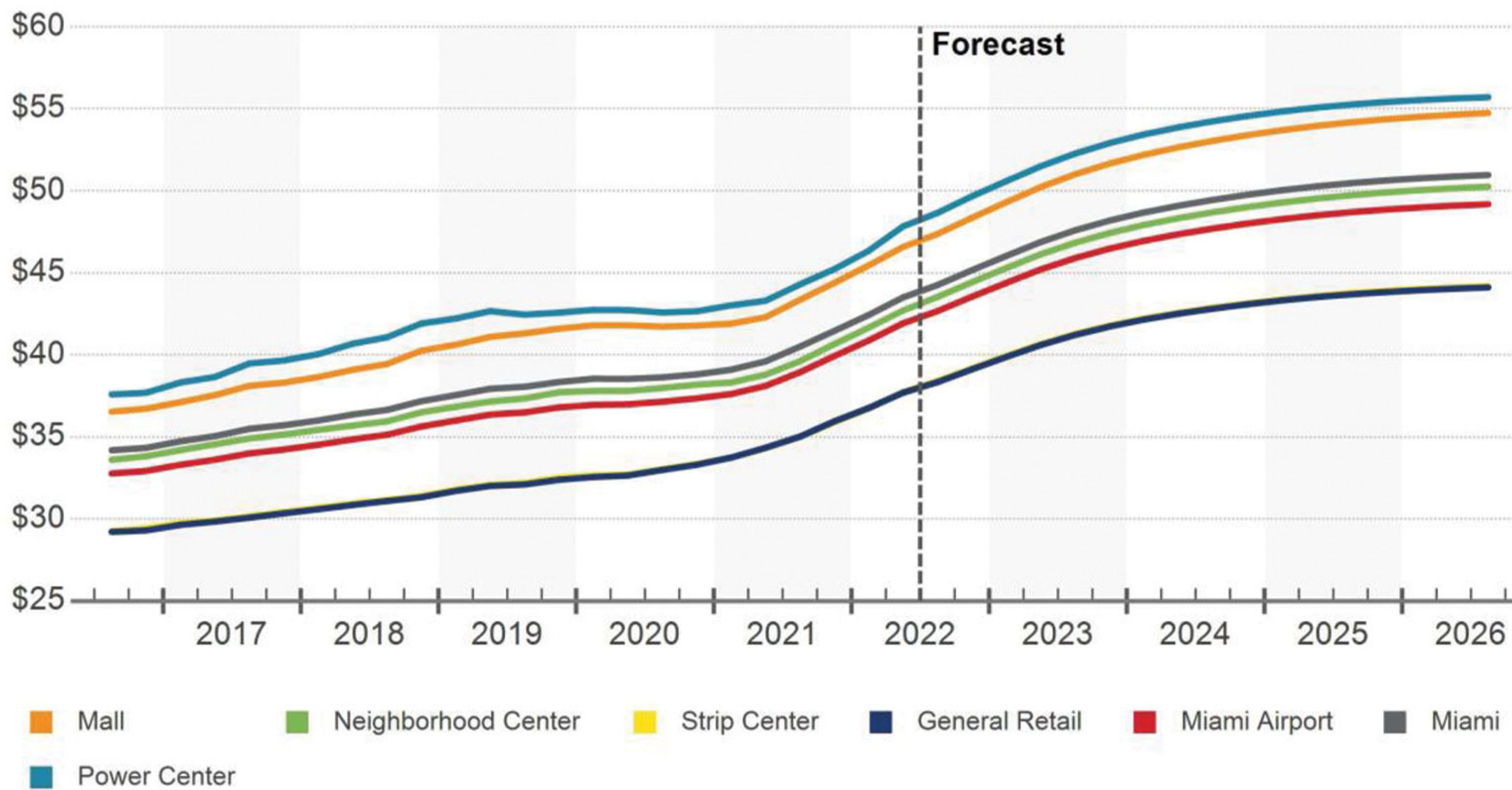
The Doral industrial market has continued to show a surge in leasing throughout 2022. With year-over-year rent growth approaching a 21.2% increase, asking rents at an average of \$19.30/SF are now about 10% above the market average. The vacancy rate dropped to 1.7%, emphasizing the strong demand this sector has continued to display.

Retail (Sales Volume & Price per SF)



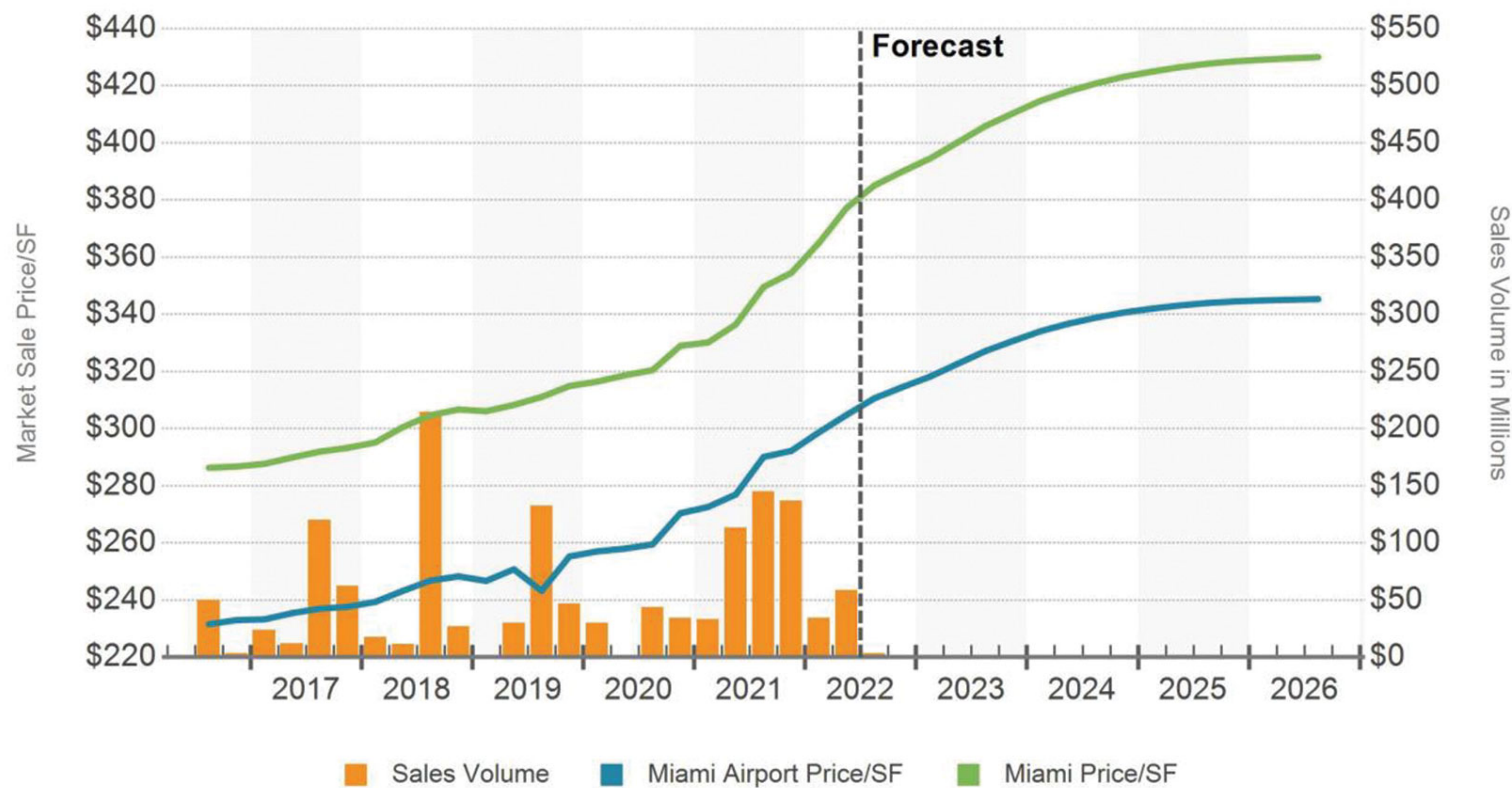
The Doral area is one of the most heavily traded retail markets in the region. Annual sales volume has averaged \$109 million over the past five years, but the reported transaction volume reached \$202 million in the past year. Market pricing was an average \$415/SF at the halfway point of 2022, which is up 5.85% compared to the same period last year.

Retail (Rent per SF)



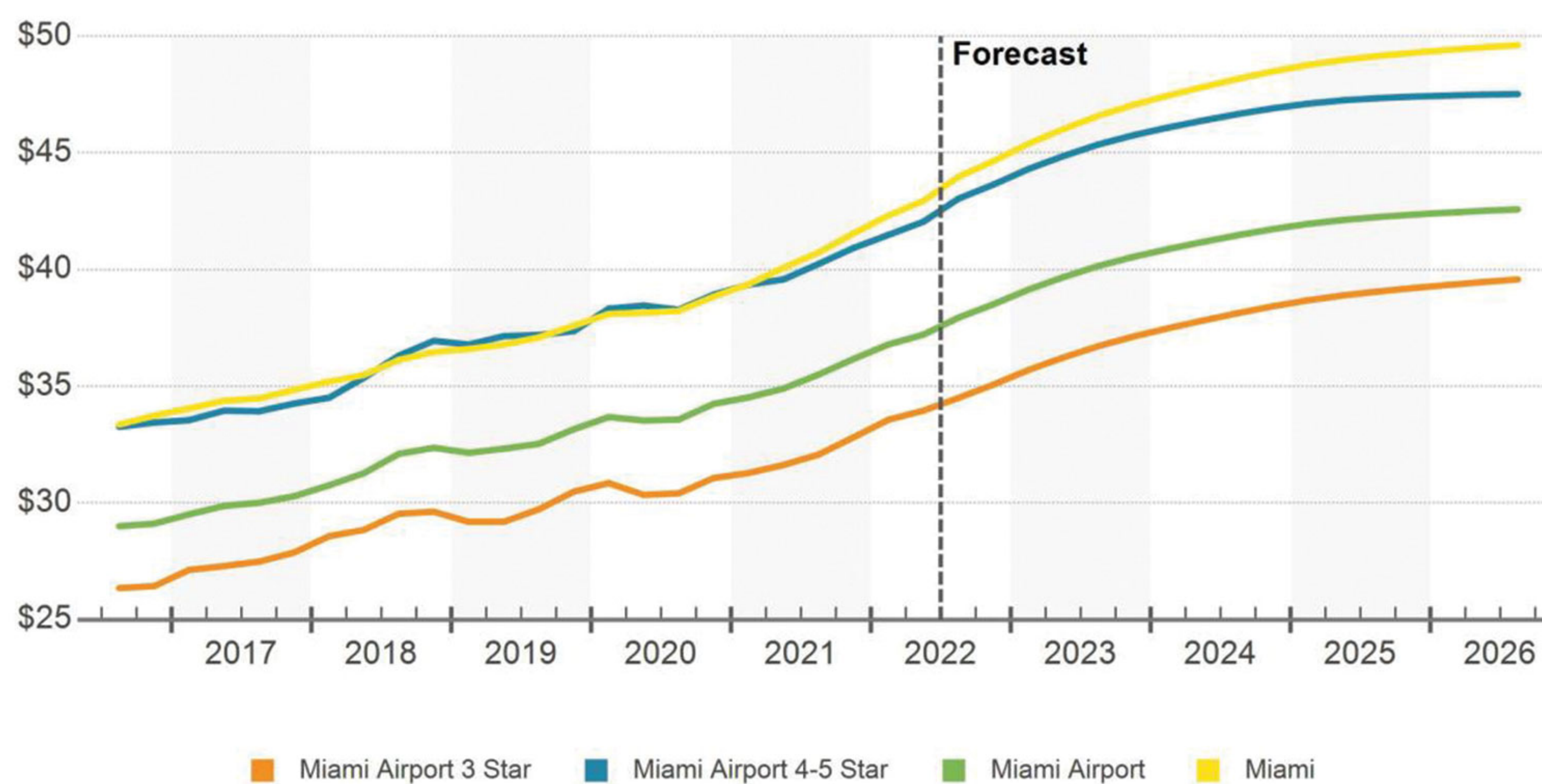
Retail rentals have rebounded since the last quarter of 2020, showing that investor confidence remains high in the potential of the Doral area’s retail sector. Rental rates have surged in the past 12 months, growing by 9.6% year over year to about \$42/SF. Retail vacancies remain around 3.5%. New construction was scheduled to deliver 200,675 square feet of retail in the airport area in the next two years.

Office (Sales Volume & Price per SF)



The office market in the Doral area rebounded in 2021, with deal volume surpassing \$400 million in 2021. This was a marked increase over 2020, when only about \$100 million worth of deals closed. However, 2022 has seen a more modest \$80 million in deal volume at the halfway point.

Office (Rent per SF)



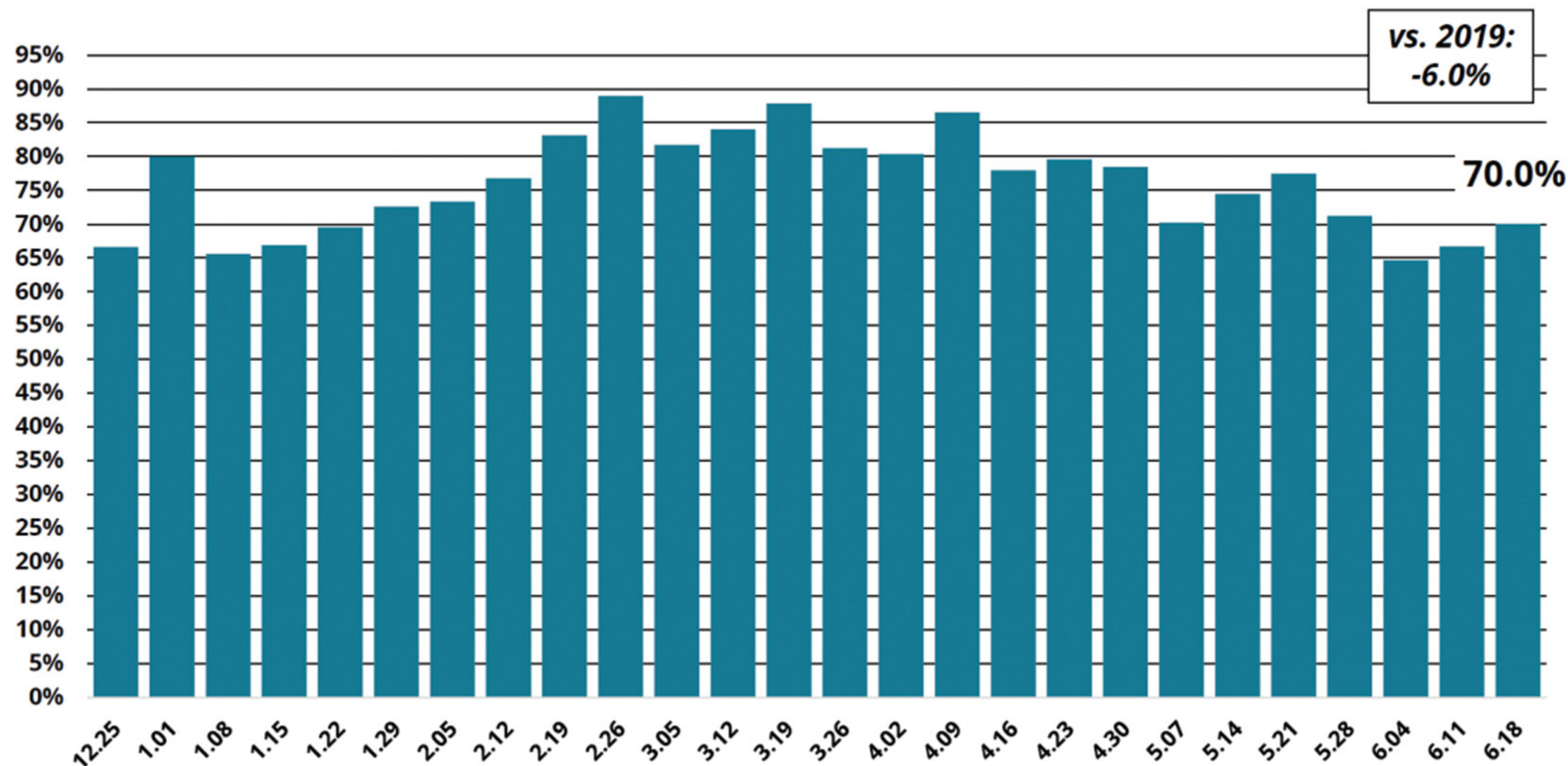
The office market in the Doral area is sending mixed signals. Office vacancies in the area hover around 12.7%, among the highest in Miami-Dade. However, rent growth has increased 6.5% in the past year to reach an average \$37/SF, about 15% below the overall metro average. For potential tenants, the Doral area remains a great deal compared to other local business enclaves, offering a 20% discount below rents in Downtown Miami and a 40% discount below the Brickell area.



## Hospitality Overview In Miami-Dade

The Miami Airport hospitality sector has about 17,000 rooms spread across some 120 properties. Doral contributes about 25% of those properties, with 30 hotels operating within the city. Though 2020 proved an enormously disruptive anomaly for the entire hospitality industry, recent hotel and airport data showed that the Miami metro area has rebounded.

### Weekly Occupancy (last 6 months)



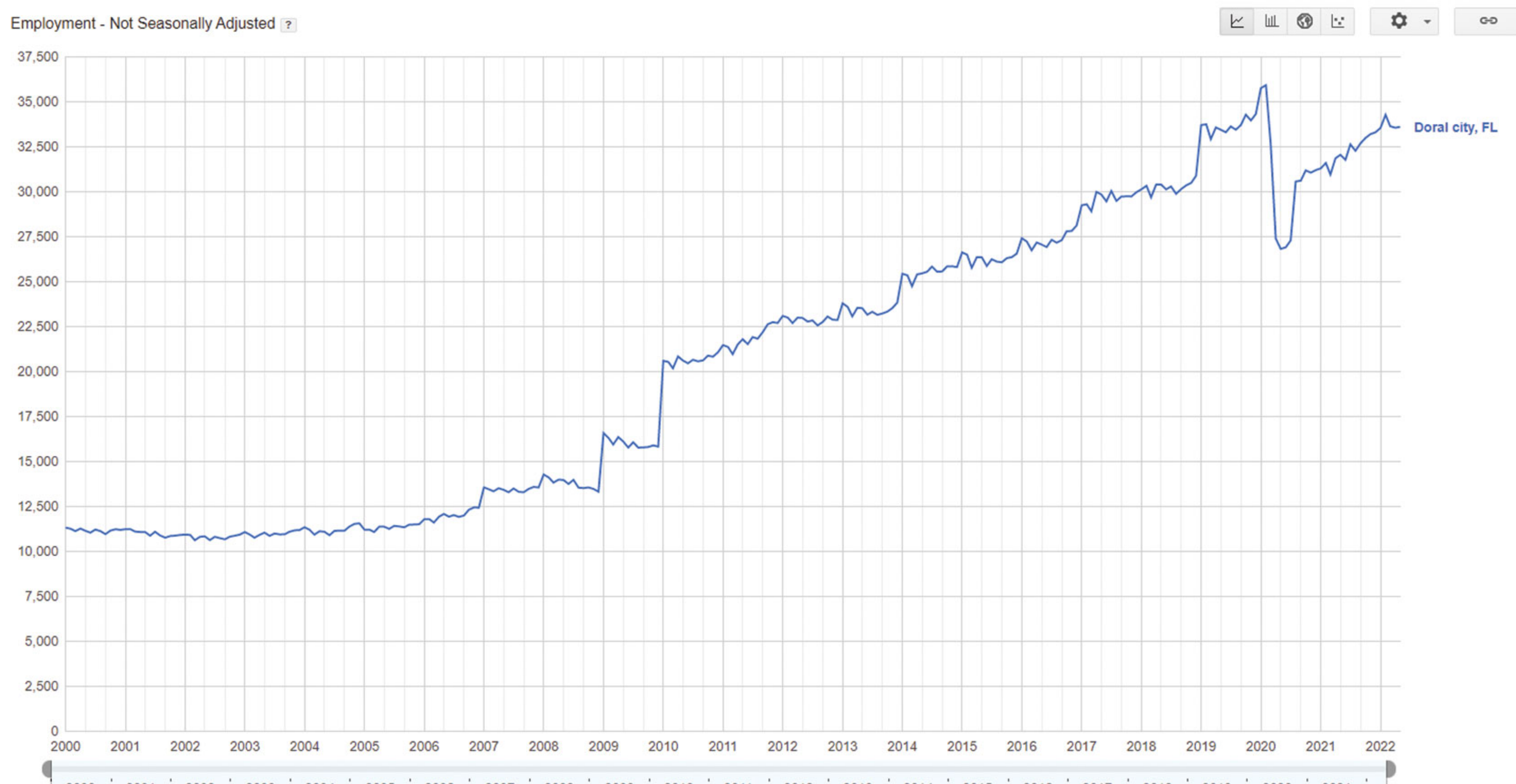
COVID-19 severely impacted Miami-Dade hotels. But conditions are on the upswing. Weekly occupancy spiked at nearly 90% in February, March and April, and was at 70% by June. Despite economic uncertainties, average weekly occupancy was down only 6% in the first 6 months of 2022 versus 2019, and signs are strong for next season. (Source: GMCVB)

### Top 10 Hotel Markets Jan - April 2022

Occupancy			ADR			RevPAR		
Rank	Market	%	Rank	Market	\$	Rank	Market	\$
1	Miami-Dade	77.0%	1	Miami-Dade	\$301.82	1	Miami-Dade	\$232.37
2	Tampa	76.5%	2	Oahu Island	\$245.44	2	Oahu Island	\$178.27
3	Phoenix	73.4%	3	New York	\$240.22	3	New York	\$156.65
4	Orlando	73.0%	4	Los Angeles	\$196.97	4	Tampa	\$140.72
5	Oahu Island	72.6%	5	San Francisco	\$191.61	5	Phoenix	\$137.86
6	San Diego	70.0%	6	Anaheim	\$187.75	6	Los Angeles	\$136.40
7	Los Angeles	69.2%	7	Phoenix	\$187.75	7	San Diego	\$128.11
8	Anaheim	66.8%	8	New Orleans	\$187.71	8	Anaheim	\$125.49
9	Nashville	65.6%	9	Boston	\$184.69	9	New Orleans	\$121.01
10	New York	65.2%	10	Tampa	\$183.95	10	Orlando	\$114.58

Miami-Dade remained the number one draw among the top 10 hotel markets during the 2022 tourist season. Local hotels out-performed top destinations like Orlando and New York, and 91% of American travelers reported upcoming travel plans. Demand for South Florida as a travel destination remains very high and bodes well for the market's recovery.

## Employment (Not Seasonally Adjusted).



The US Bureau of Labor's revised employment data shows the pain and gain of the pandemic era. From a February 2020 high of 35,926 employed workers in Doral, the pandemic brought a drop to 26,824 employed workers by June 2020. However, employment has rebounded, reaching 33,607 by May 2022 and mirroring September 2019 numbers.

## Unemployment Rate



According to revised US Bureau of Labor statistics, the unemployment rate in Doral was at an all-time low of 0.9% in February 2020 when the pandemic hit. In July 2020, the unemployment rate peaked at 12.9%. Since then, the unemployment rate in Doral has dropped to 2% by May 2022, outperforming the current US unemployment rate of 3.8%.

## 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. 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!



February - Healthiest Eatery – Michi's



March – Best Group Workout  
Rilion Gracie Jiu Jitsu Doral



April – Best New Restaurant – Shoma Bazaar



June – Best Ceviche – Divino Ceviche



May - Best Margarita – Cancun Grill



### 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 170 Doral businesses that have already seen the benefits of the program by visiting [www.cityofdoral.com/businesses/local-discounts](http://www.cityofdoral.com/businesses/local-discounts).



*Connect with us*



@CityOfDoral  
[www.cityofdoral.com](http://www.cityofdoral.com)

**[economicdevelopment@cityofdoral.com](mailto:economicdevelopment@cityofdoral.com)**