

# MIAMI™



Miami Association of Realtors: February 4, 2020

# Miami-Dade Beacon Council

**The Miami-Dade Beacon Council  
is the official economic  
development partnership for  
Miami-Dade county.**

A champion for community growth and prosperity, we:

**MARKET** Miami-Dade as a world-class business destination

**GROW** local companies & foster entrepreneurs

**SHAPE** Miami-Dade's economic future



# Mission & Vision

## Mission

Increase Jobs and Investment in Miami-Dade County

## Vision

Miami is a World-Class Global 21st Century Community

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## Leadership



**Hugo Castro**  
2019-2020 Chair



**Penny Shaffer**  
Immediate Past Chair



**Michael A. Finney**  
President & CEO



# Business Climate in Florida

**\$1 Trillion**

**Florida's GDP**

4<sup>th</sup> in US  
17<sup>th</sup> Among Global Economies

**20+ Million**

**Population**

3rd Most Populated State  
118+ M Visitors Annually

**#2 Best  
State for  
Business**

**No Personal Income Tax  
Low Corp. Income Tax**

**Since 2010...**

**State Taxes: Cut nearly 40x  
Regulations cut 3,000x**

# MIAMI MSA: IN THE NUMBERS



**6.3**  
**MILLION**  
**RESIDENTS**

- Miami's population is larger than that of 32 US States.
- Over 900 new residents to Miami each week.



**\$344**  
**BILLION GRP**

- If Miami were a country, it would have the 39th largest economy in the world.

# POPULATION GROWTH: SOUTH FLORIDA

| Region            | Population 2019 | Population 2024 |
|-------------------|-----------------|-----------------|
| Miami-Dade County | 2,805,792       | 2,894,193       |
| Broward County    | 1,980,513       | 2,057,707       |
| Palm Beach County | 1,513,951       | 1,588,807       |
| South Florida     | 6,300,257       | 6,540,707       |
| State of Florida  | 21,591,414      | 22,706.263      |

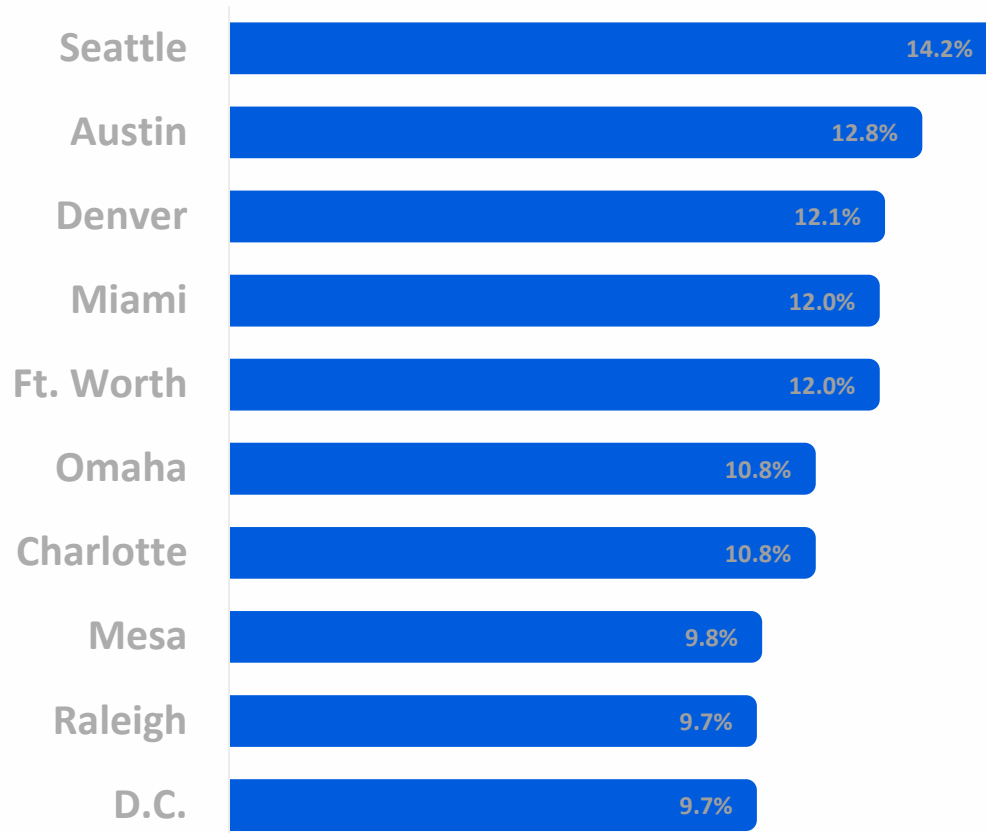
# FOREIGN-BORN RESIDENTS IN MIAMI

- **50% foreign born population**
- **41% with a Bachelor's Degree and Above**



| Region          | Population |
|-----------------|------------|
| Europe          | 48,295     |
| Asia            | 41,496     |
| Africa          | 8,692      |
| Oceania         | 749        |
| Caribbean       | 884,924    |
| Central America | 200,239    |
| South America   | 270,430    |
| North America   | 4,070      |
| Total           | 1,418,393  |

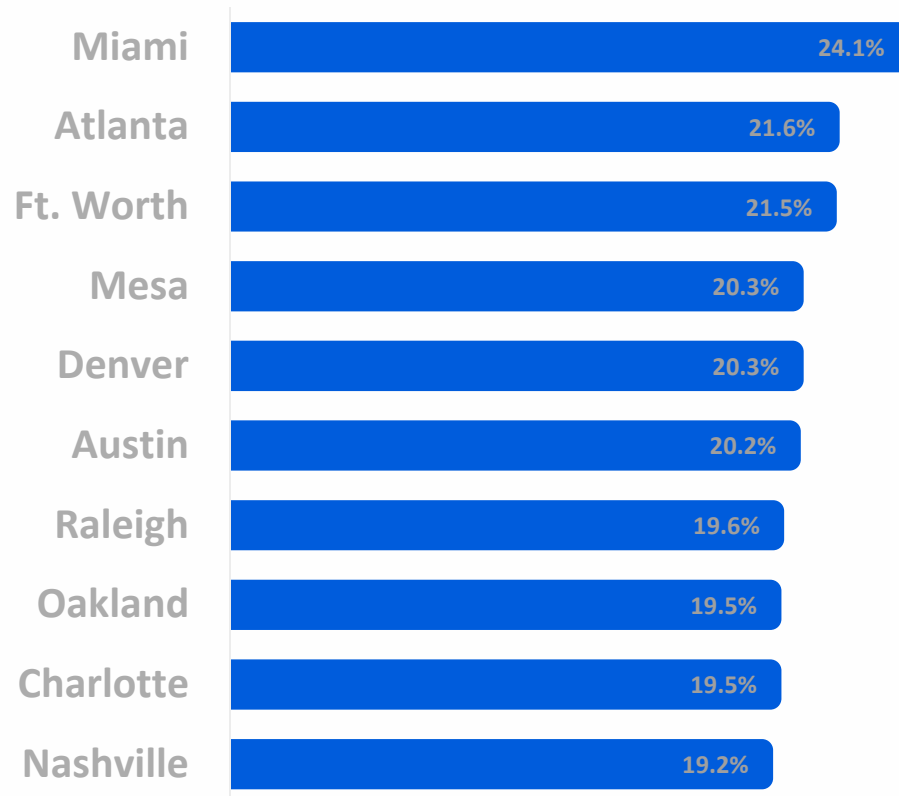
# America's Fastest Growing Cities



**Welcoming almost 1,000 new residents every week, Miami is the 4th fastest growing city in the U.S. with 12% growth between 2012-2017.**



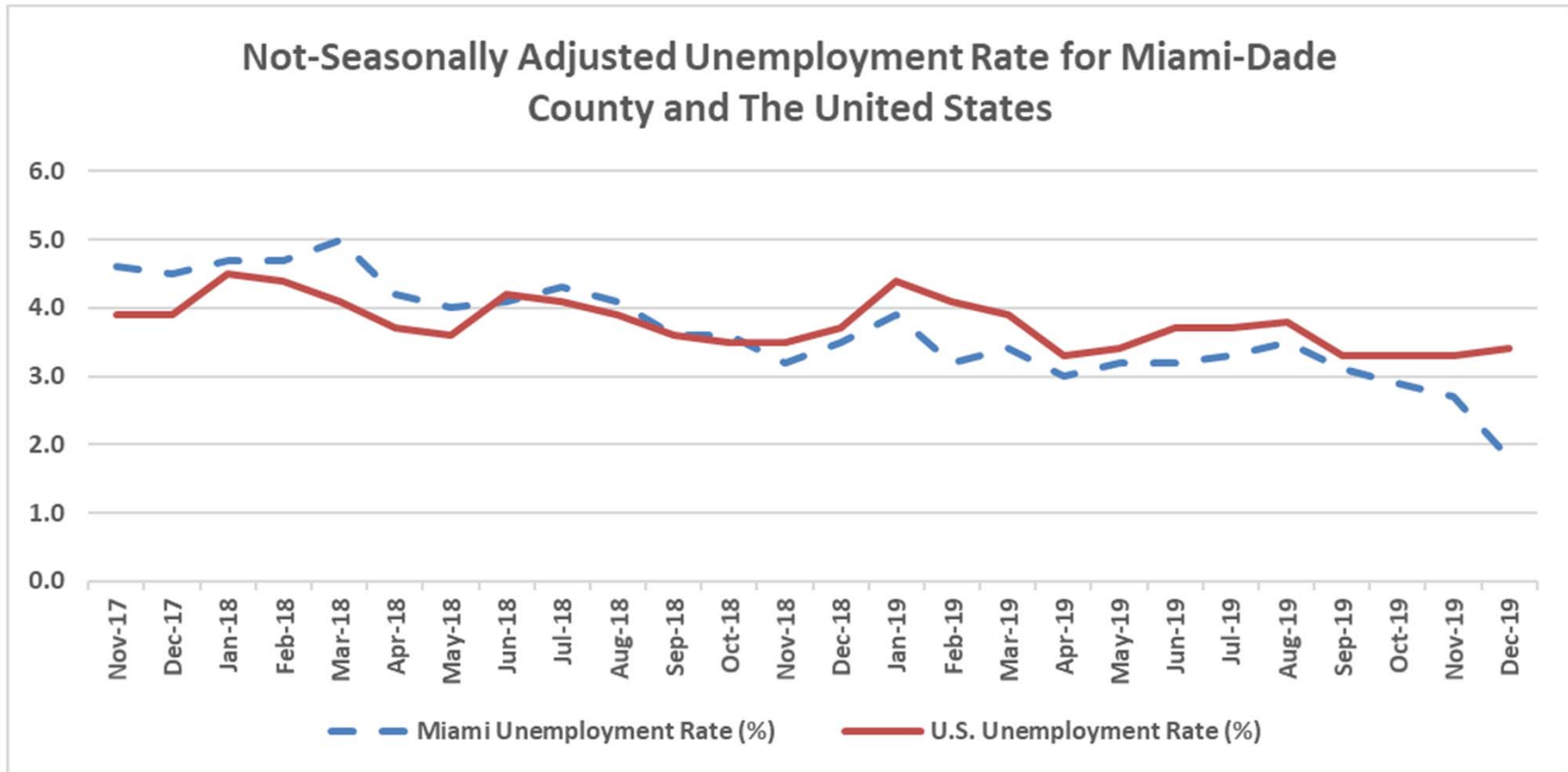
# America's Fastest Growing Job Markets



Employee Population Growth  
U.S. Census 2012-2017

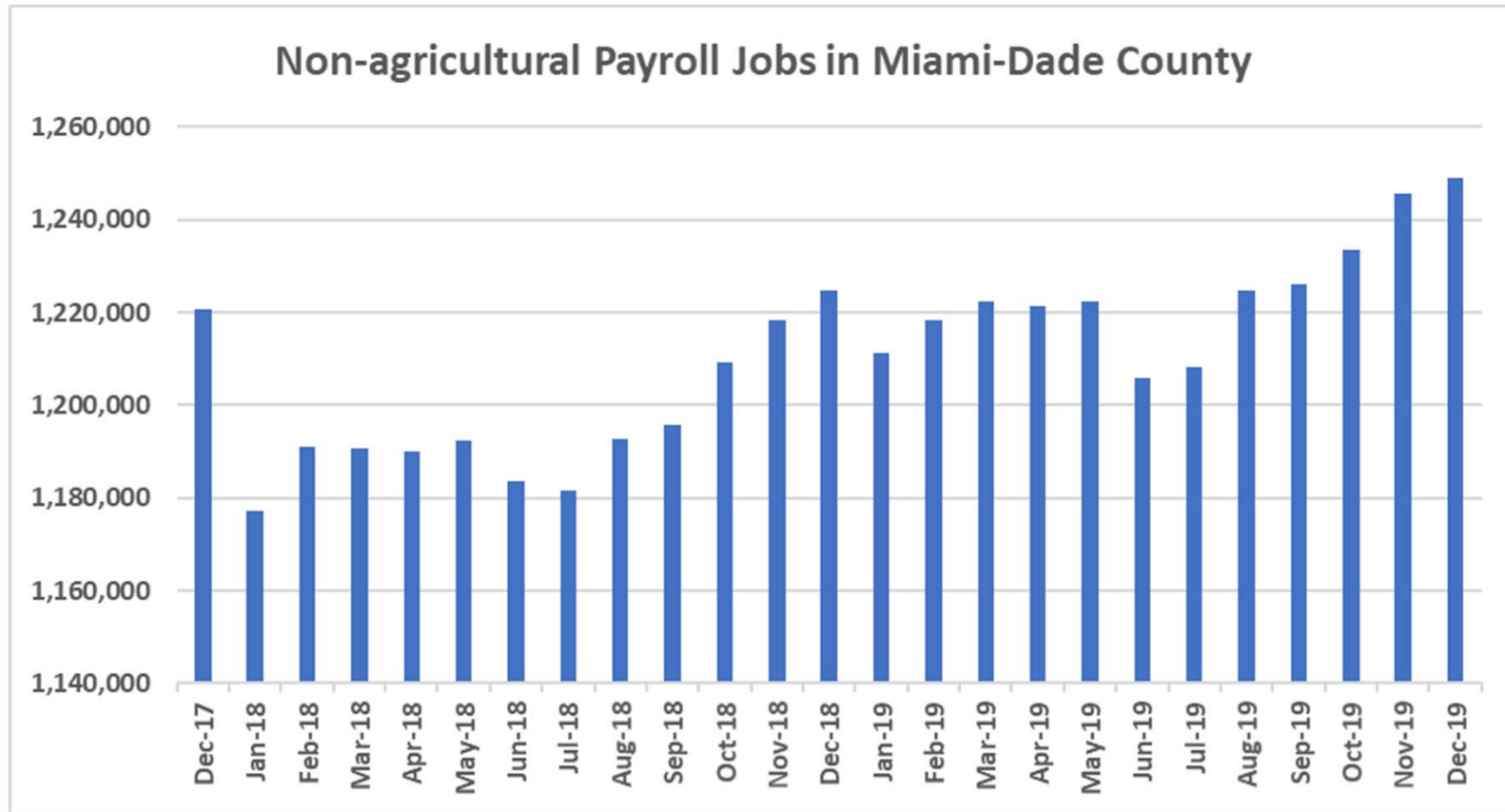
**Miami leads the nation as the fastest growing job market with over 24% growth between 2012-2017.**

# UNEMPLOYMENT RATE



Source: Florida Department of Economic Opportunity, Labor Market Info, LAUS 2020

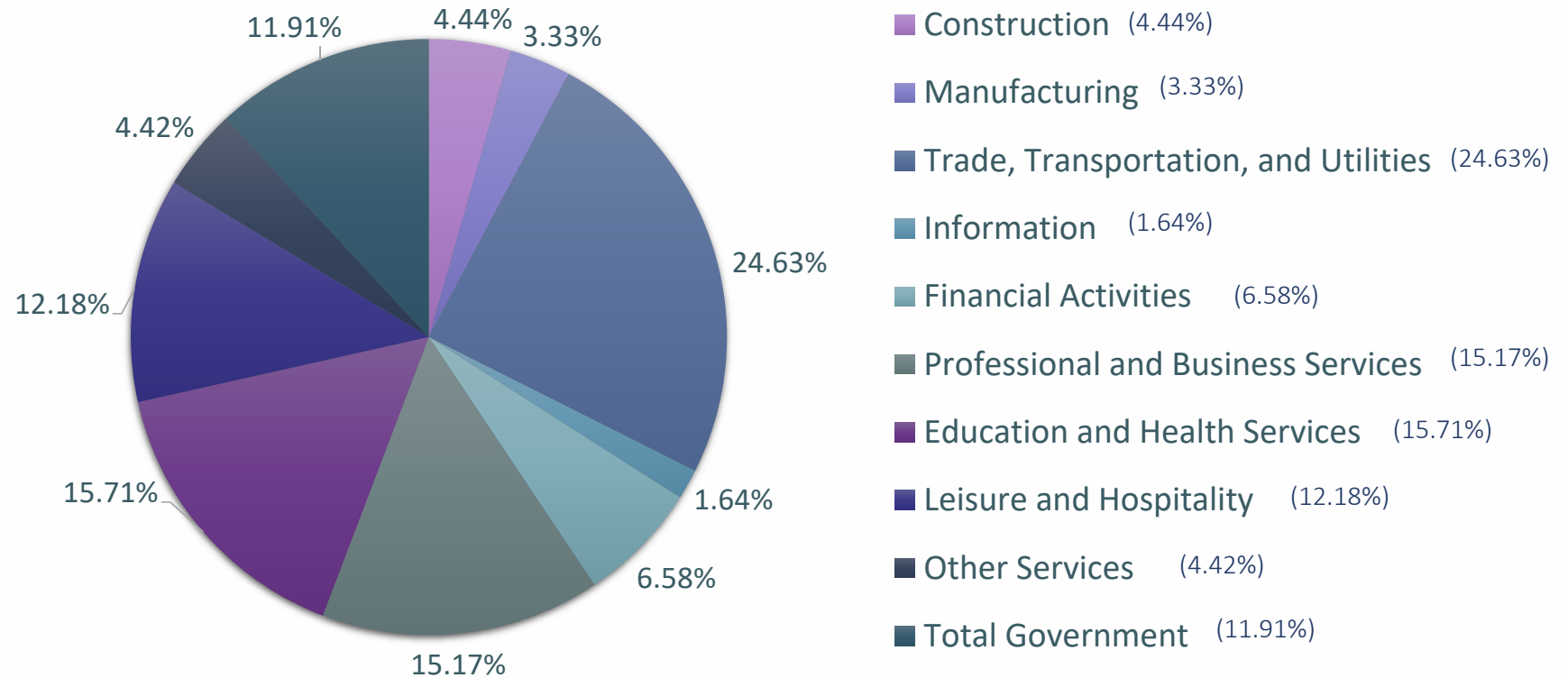
# PAYROLL JOBS



Source: Florida Department of Economic Opportunity, Labor Market Info, CES 2020

# DIVERSIFIED ECONOMY

## Labor force Breakdown by Major Sector in Miami-Dade County





# TARGET INDUSTRIES



AVIATION



CREATIVE  
DESIGN



TOURISM & HOSPITALITY



INFORMATION  
TECHNOLOGY



INTERNATIONAL  
FINANCE



LIFE SCIENCE  
& HEALTHCARE



TRADE &  
LOGISTICS

## EDUCATION

## ONE COMMUNITY ONE GOAL (OCOG)

# TARGET INDUSTRIES

| Industry                   | Number of<br>Jobs in 2018 | Number of<br>Jobs in 2023 | Percentage<br>Change |
|----------------------------|---------------------------|---------------------------|----------------------|
| Aviation                   | 26,308                    | 28,277                    | 7%                   |
| Banking & Finance          | 40,206                    | 40,577                    | 1%                   |
| Creative Design            | 34,022                    | 34,284                    | 1%                   |
| Hospitality & Tourism      | 148,176                   | 159,267                   | 7%                   |
| Life Sciences & Healthcare | 138,994                   | 153,043                   | 10%                  |
| Technology                 | 11,328                    | 12,625                    | 11%                  |
| Trade & Logistics          | 41,572                    | 43,513                    | 5%                   |
| All Sectors                | 1,306,399                 | 1,377,476                 | 5%                   |

# Economic Development

What's Driving our Business Development  
Leads & Prospects Pipeline:

- Targeted Marketing
- In-market missions
- Enhanced local partnerships - CREs
- Site Selector Consultants
- Enterprise Florida
- MDBC Member/Investor referrals



# FY19/20 Active Project Pipeline - As of 2/4/20

| FY19/20 PIPELINE               | TOTAL | DIRECT JOBS | NEW<br>SQ. FT. | CAPITAL<br>INVESTMENT |
|--------------------------------|-------|-------------|----------------|-----------------------|
| Miami-Dade Expansion/Retention | 36    | 3,849       | 2,945,861      | \$ 591,848,265        |
| Domestic Recruitments          | 11    | 1,439       | 902,779        | \$105,231,004         |
| International Recruitments     | 33    | 1,079       | 925,625        | \$78,625,000          |
| TOTALS                         | 80    | 6,367       | 4,774,265      | \$775,704,269         |



# FY18-19 Marketing: Results

**LinkedIn**

**+89%**  
Followers

**5X**  
Avg. CTR  
Engagement

↑ **Reach &  
Engagement**  
in Target  
Markets

**52%**  
Decision Makers  
(Director, VP,  
Partner, CXO or  
Owner)



## Reach & Engagement: LinkedIn 2018-2019

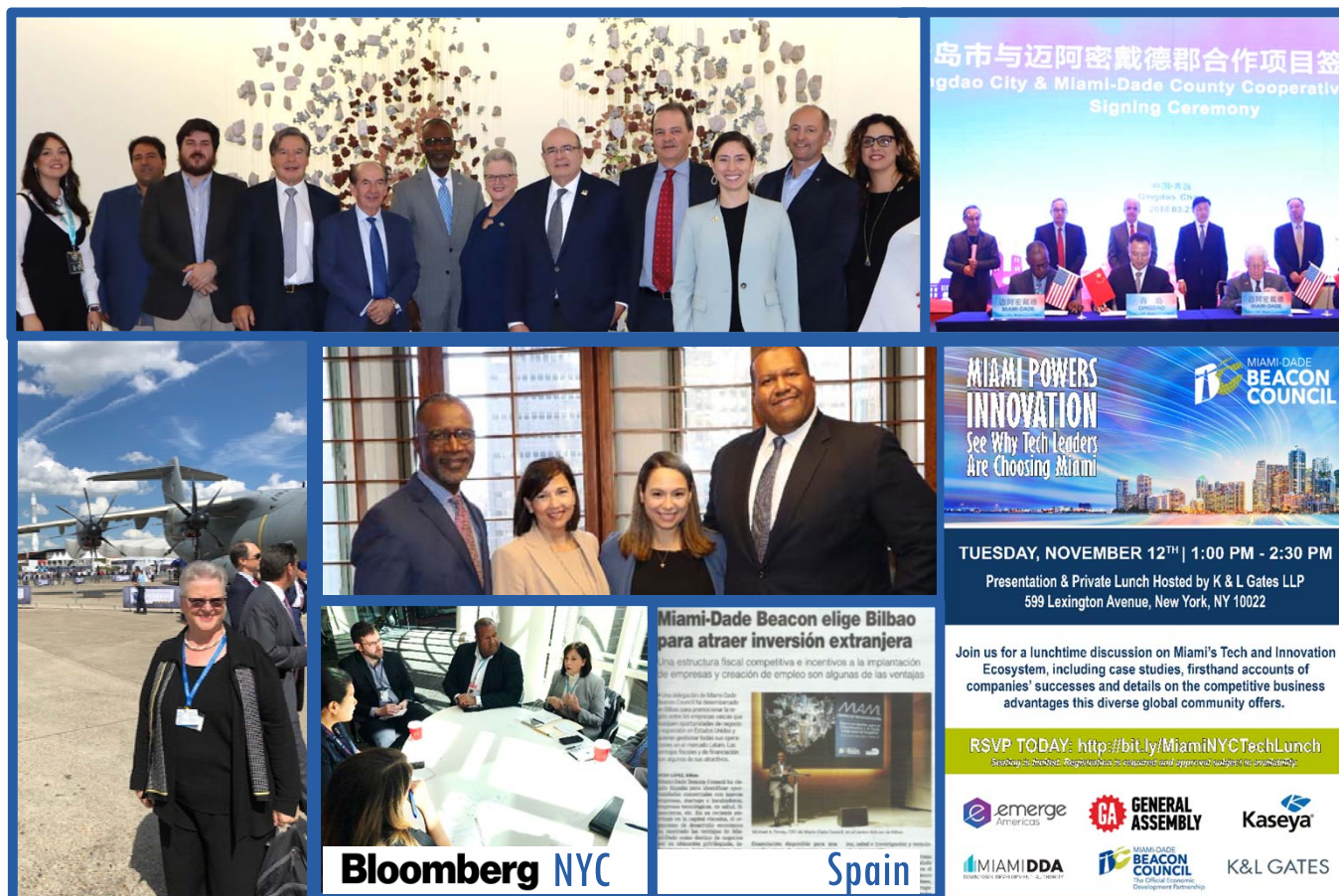
|     | Visitor Location<br>Sept. 2018-Dec. 2019 | % Total<br>Impressions | %<br>Total<br>Clicks | Click<br>Through<br>Rate |
|-----|--|------------------------|----------------------|--------------------------|
| ★ 1 | New York City Metropolitan Area          | 34.60%                 | 36.97%               | 0.51%                    |
| ★ 2 | Miami Metropolitan Area                  | 32.26%                 | 30.52%               | 0.45%                    |
| ★ 3 | San Francisco Bay Area                   | 7.34%                  | 6.09%                | 0.39%                    |
| 4   | Greater Chicago Area                     | 4.07%                  | 3.69%                | 0.43%                    |
| 5   | Greater Boston                           | 3.30%                  | 3.25%                | 0.47%                    |
| ★ 6 | Greater Madrid Metropolitan Area         | 3.08%                  | 4.36%                | 0.67%                    |
| 7   | Washington DC-Baltimore Area             | 2.99%                  | 3.25%                | 0.51%                    |
| 8   | Florida                                  | 2.37%                  | 2.09%                | 0.42%                    |
| 9   | Greater Seattle Area                     | 2.10%                  | 0.93%                | 0.21%                    |
| 10  | Atlanta Metropolitan Area                | 1.91%                  | 2.85%                | 0.71%                    |
| 11  | Greater Paris Metropolitan Region        | 1.41%                  | 0.45%                | 0.15%                    |
| 12  | Greater Philadelphia                     | 1.17%                  | 1.02%                | 0.41%                    |
| 13  | Austin, Texas Metropolitan Area          | 0.80%                  | 0.85%                | 0.50%                    |
| 14  | Greater Bilbao Metropolitan Area         | 0.79%                  | 1.78%                | 1.06%                    |
| 15  | Raleigh-Durham-Chapel Hill Area          | 0.72%                  | 1.25%                | 0.82%                    |

# Economic Development Missions

The Beacon Council is consistently engaging with **key domestic and international markets** to drive interest in and consideration for Miami as a business destination for both companies and talent.

## FY19-20 Proposed Missions:

New York, San Francisco, Spain, Brazil, UK and SelectUSA (Washington DC).





# MiamiDadeSites.com


The Beacon Council **PROPERTY SEARCH** EXPLORE COMMUNITIES [About](#) | [Opportunity Zone Properties](#) | [Visit our Website](#)

Location  All Properties Size Sale / Lease All Types **More Filters** **Saved Results 0**

**Property Results**  
3458 total Properties

Sort By: Featured Descending PDF Print

1 - 30 of 3458 Results




**Industrial**

**Warehouse Space**

Address: 8405 NW 74th St  
City: Miami  
County: Miami-Dade County  
Zip Code: 33166  
Min Size: 16,023 Sqft  
Max Size: 16,023 Sqft

**View Details**




**Commercial**

**TOWN OF HOMESTEAD PRO...**

Address: 97 SE 1st Rd  
City: Homestead  
County: Miami-Dade County  
Zip Code: 33030  
Min Size: 0 Acres  
Max Size: 0 Acres

**View Details**



**Commercial**

**BECKMAN MANORS**

Address: 4249 NW 2nd St  
City: Miami  
County: Miami-Dade County  
Zip Code: 33126  
Min Size: 0 Sqft  
Max Size: 0 Sqft

**View Details**

Map Layers Search this area Map Hybrid

MAP TOOLS: Pinpoint By Address Filter: Area Filter: Radius Export

# THE MIAMI-DADE BEACON COUNCIL HELPS GROW BUSINESS IN MIAMI-DADE

Providing Free, Confidential Services  
As The County's Official Economic Development Org.

Customized  
Research for Your  
Business

Business Incentives

Permitting &  
Regulatory  
Assistance

Financing Programs

Labor Recruitment  
& Training

Real Estate Site  
Selection

Business Costs  
Information

Opinion Leaders &  
Decision Makers



# Economic Development Impact

**Cumulative  
Since  
1985**

  
**1,000<sup>+</sup>**  
Companies  
(Expand/Relocate)

  
**70,000<sup>+</sup>**  
Direct Jobs  
Added

  
**\$5 Billion<sup>+</sup>**  
New Capital  
Investments

**2018 | 2019  
Fiscal Year**

  
**2,198**  
Direct Jobs  
Added

  
**54**  
Companies  
Assisted

  
**\$821 Million**  
New Capital  
Investments

  
**238**  
Business  
Visitations

  
**1,917,826**  
New Square  
Footage

# Thank You

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