

MARKET > GROW > SHAPE

MIAMI

MIAMI-DADE BEACON COUNCIL

VISION MIAMI IS A WORLD-CLASS GLOBAL 21ST CENTURY COMMUNITY

MISSION INCREASE JOBS AND INVESTMENT IN MIAMI-DADE COUNTY



**BOLD
STRATEGIES**

**KEY
OBJECTIVES**

METRICS

MARKET

MIAMI-DADE AS A WORLD-CLASS
BUSINESS LOCATION

- Promote Miami-Dade's business assets
- Support local events that position Miami as a global leader
- Recruit global and regional HQs
- Recruit companies in target industries:
 - » Aviation
 - » Banking & Finance
 - » Creative Design
 - » Life Sciences & Healthcare
 - » Technology & Innovation
 - » Trade & Logistics

- New Direct Jobs Created
- Overall Job Growth
- Assisted Company Completions
- New Capital Investment
- Pipeline of Active Companies
- Contacts/Briefings/Assistance

GROW

LOCAL COMPANIES AND
FOSTER ENTREPRENEURS

- Retain and expand local businesses
- Visit local businesses to assist with growth
- Support the transition of local companies into sustainable growth companies
- Identify and offer resources
- Foster connections between companies
- Support the entrepreneurial ecosystem
- Build business clusters around target industries

- Jobs Retained
- Businesses Expanded
- Local Business Visitations
- Small Business Workshops
- Partner Organization Collaboration
- Entrepreneurs Connected with Established Companies

SHAPE

MIAMI-DADE'S
ECONOMIC FUTURE

- Lead OCOG strategic planning process
- Support efforts to attract and retain talent and prepare future leaders
- Support public policies that promote job creation and economic growth
- Support urban initiatives to improve job creation and capacity building
- Advocate for education, training and talent retention strategies
- Advocate for community investments that support job growth and industry expansion

- Public Policy Initiatives
- Degrees and Certifications in Target Industries
- Population Age 19-35
- New & Expanded Companies in Targeted Urban Areas
- OCOG Growth Goals

ONE COMMUNITY ONE GOAL (OCOG)