



Series 10

2018 Newsletter NoMi Economic Development

Thank you for reading the tenth edition of the **NoMi Economic Development Newsletter!** There is a lot of progress in the city of North Miami. We are excited to update you about the latest information on what is happening inside the **Economic Development Division.**

North Miami Wins Prestigious Award for "Best Business Climate & Policy"



Mayor Smith Joseph accepts the 2018 Beacon Award on behalf of the City of North Miami for Best Business Climate & Policy with his wife Patricia.

The City of North Miami was honored as the 2018 Beacon Award winner for Business Climate & Policy at the Beacon Awards on Saturday April 28, 2018.

The illustrious annual ceremony presented by the Beacon Council, Miami-Dade County's official economic development partnership, recognizes an individual, business, organization, or city that is achieving economic development excellence in one of seven categories.

The Business Climate & Policy category recognizes an organization or community that advances business policy solutions that facilitates economic development opportunities by reducing barriers to business growth. The City of North Miami has implemented several innovative economic development programs including its film incentives program and the commercial Green Rehabilitation Grant that distinguished North Miami as a recognizable leader.

"North Miami has undergone a paradigm shift," North Miami Mayor, Dr. Smith Joseph told the crowd of more than 600 attendees, "We are the City on the Move!"

2018 Legislative Roundup: Updates from Washington, D.C. and Tallahassee to North Miami



Congresswoman Frederica S. Wilson speaks to the approximately 100 attendees about critical issues affecting Florida's 24th District, which includes the City of North Miami

On May 3 2018, North Miami Mayor, Dr. Smith Joseph, hosted approximately 100 guests at this quarter's Business Luncheon, sponsored by the North Miami CRA, themed "2018 Legislative Round Up: Updates from Tallahassee & Washington, D.C. to North Miami"

Notes from the event:

- The Florida Legislature finished a short session that was heavily influenced by the tragedy at Marjory Stoneman Douglas High School on February 14th. Ronald Book, lobbyist for the City of North Miami, and Representative Geller spoke passionately about their experiences with working to pass legislation related to gun control and school safety.
- Keynote speaker Congresswoman Frederica S. Wilson, who represents the City of North Miami in Florida's 24th District, discussed the ongoing work her office is doing to support the community. She gave an update on her continued search for answers into the death of Sgt. La David Johnson who was killed in action in Nigeria last year. Congresswoman Wilson also emphasized her commitment to economic development and creating jobs for the residents in her district.
- Panelists emphasized the importance of being engaged and involved in politics and public policy at the local level. They held the position that citizens who get out and vote are the ones who drive the conversation and shape the change that happens in their community.
- Panelists discussed the newly created Opportunity Zones and the submissions that included areas of North Miami.



Mayor Smith Joseph addresses the more than 100 attendees at the FIU Kovens Center

Keynote Speaker Representative Frederica S. Wilson (FL-24)

Panelists Included:

Moderator Tanya Wilson-Sejour, Director of Community Planning & Development for the City of North Miami

Ronald Book, President of Ronald L. Book, P.A.

Joseph S. Geller, Shareholder, Greenspoon Marder and Representative for Florida's 100th State Legislative District

Clarence Williams, Senior Government Relations Consultant, Becker & Poliakoff

Special thanks to the Community Redevelopment Agency for sponsoring the luncheon, and FIU Kovens Conference Center for our event space and catering!

[Helpful Links and Resources from the Luncheon](#)

- [Congresswoman Wilson's Webpage with contact information and latest news](#)
- [Federal Contracting Resources for Small Businesses](#)
- [Stay updated on bills being considered in the Florida Legislature](#)
- [Learn more about Opportunity Zones here](#)
- [Pictures of the Event](#)

To receive notice of Mayor Smith Joseph's future Business Luncheons, or to suggest a topic, please email cpd@northmiamifl.gov or contact Sam Blatt, Economic Development Manager at (305) 893-6511, ext. 19006.



Panelists and Moderator discuss important topics at the State and Federal legislative levels (Pictured from left to right: Clarence Williams, Ron Book, Joseph Geller, and Tanya Wilson-Sejour)

Business Spotlight: Destination Dezerland



Dezerland's VR Park is a unique and immersive experience with more than 50 virtual reality games

These days the phrase "Live, Work, Play" is heard everywhere to describe the ideal mixed-use development; but at Dezerland Park, the mantra seems to be "Play, Play, and Play." Encompassing more than 250,000 square feet of indoor recreation, Dezerland Park is reinventing itself from a classic automobile museum, into an innovative and diverse indoor entertainment park that will wow just about any visitor.

Ten. That's the number of diverse uses that are, or plan to be, under one roof at Dezerland Park. "We want to be a one stop shop for entertainment," says Cutari Cotton, Dezerland Park's General Manager. Below are a list of the different uses and businesses that are currently in operation or opening soon at the former antique car museum. Each of these businesses could have its own business spotlight, but suffice to say a visit to Dezerland Park will be anything but boring.

OPEN NOW

1. **Ninja Lounge:** Trampolines, basketball hoops and complete American Ninja Warrior obstacle courses for adults and kids.
2. **Playground Arcade:** Dozens of vintage arcade and pinball machine games like Pac-Man and Galaga, with some new arcade games like the "Walking Dead" shoot 'em up game
3. **Ninja Academy:** A full gymnastics complex including equipment for the latest Olympic sport: parkour.
4. **Reball/Bazooka Ball:** Reball, a paintless paintball game, brings the course layout, fun and thrill of paintball without the mess and clean up. Bazooka ball is similar to nerf guns and is for younger audiences.
5. **VR Park:** A state-of-the-art virtual reality "VR" arcade that features more than 50 games and experiences.

6. **School of Rock:** Franchise performing arts program for kids and teens looking to learn rock instruments and the basics of performing.
7. **Cafe & Karaoke Bar:** Food spot and karaoke bar with full liquor bar.

OPENING SUMMER 2018

1. **NoMi Artisan Village:** The focal point for the artisan village will be a large flying trapeze structure surrounded by miniature buildings that will feature up and coming artists, music performers, and food vendors.
2. **Speed Racing Go-Karts:** A full blown go-kart indoor racing track with tons of fun for kids and adults alike.

OPENING FALL 2018

1. **Fly High Skydiving:** If all of these amenities weren't enough, this Fall Dezerland Park will open an indoor skydiving business.

While all of the businesses and uses above will be fun and entertaining, Cotton incorporates learning into the businesses wherever she can. For example, the VR Park can incorporate educational components to the virtual reality simulations, the Ninja Academy gymnastics center allows for lessons and classes, and of course the School of Rock will provide students with performing arts education.

Beyond the existing uses being used for educational purposes, Dezerland Park has created a non-profit organization called Ninja Quest. Ninja Quest allows children with special needs to visit the park free of charge and experience the different amenities and businesses. "Education is my passion," says Cotton, a former Administrator and Teacher at Broward County Public Schools.

MariAna Inkier is the Marketing Director for all of the Dezer enterprises and ventures. She has worked for Michael Dezer, billionaire developer and Dezerland Park's namesake, for over 21 years. She says Dezer first got the idea of the indoor entertainment park from joint venturing on the Xtreme Action Park in Broward County. "He likes to see people have fun," says Inkier.

Dezer first bought the Miami Auto Museum site in 2010 as a location to store his antique car collection, and later opened the collection to the public. Now, Dezer is reinventing the location to cater to a diverse group of people. "Our businesses and amenities are great for kids or corporate events," explains Inkier.

In addition to the amenities, the economic impact of Dezerland Park is impressive. The company employs approximately 50 people at comfortable hourly wages, and approximately 30,000 visitors come to the park each month...and that number is growing. The 250,000 square feet of indoor park sits on nearly 12 acres of land, generating hundreds of thousands of dollars in taxable value that goes directly to the City of North Miami.

It can confidently be said that there is no other place in South Florida quite like Dezerland Park. Its unique blend of entertainment and education are very special. "Our goal is to establish North Miami as an entertainment destination location for South Florida," states Inkier.



WATCH THE VIDEO ON THE DEZERLAND AMUSEMENT PARK

Dezerland Park is located at 14401 NE 20 Lane North Miami, FL 33181. For more information and for complete hours for all businesses please contact the park at (888) 682-4318.

North Miami: South Florida's Center for Opportunity

Oleta Partners Announces Free Construction Training Program with CBT College for North Miami Senior High School seniors



North Miami Senior High School students will begin a 7 month construction trade program.

Oleta Partners, developer of SoLē Mia, recently announced its partnership with CBT College to offer free construction training to North Miami Senior High School seniors. Managed by SoLē Mia's Local Preference Office, the program is part of Oleta Partners' commitment to providing opportunities that support the local North Miami community.

The program aims to prepare these students for a future career in construction and promote skills training among North Miami students.

On March 5, twenty North Miami Senior High seniors began taking classes at CBT College's Miami Garden Campus in Building Design Construction. Over the course of seven months, they will be introduced to different construction trades including carpentry, masonry and plumbing, and will have hands-on training to prepare them for real-world experiences. All of the programs are free to the students.

Upon successful completion of the program, students would have earned a total of 21 college credits and will receive a diploma in Building Construction Technology. With their training and diploma, they will be prepared to enter the workforce as building construction technicians or assistants.

For more information, or to apply, please call 786-801-1366, or visit www.solemialpo.com and follow the LPO on Facebook, Instagram and Twitter @solemialpo.



New Study on Small Business in Miami-Dade County

The Florida Small Business Development Center, in partnership with the FIU Metropolitan Center, conducted an in-depth analysis at the state of entrepreneurship and small businesses in Miami-Dade county.

The study, Small Business. Big Impact: Report on Small Businesses in Miami-Dade county 2018, is available for viewing and download [here](#).

Key Study Highlights:

- More than 82,000 small businesses employ 53.3 percent of Miami-Dade County's workforce
- Average annual wage for one-employee firm in Miami-Dade is \$44,803 and \$43,437 for firms with 2-9 employees
- More than 174,000 workers are employed by micro-businesses

To learn more about the SBDC at FIU visit their [web page](#).



Business Owners

High Electric Bill ?

You may qualify for a
Commercial Grant To Retro-Fit Your Space And Lower Your Energy Bill

The City of North Miami is providing a
MATCHING GRANT up to \$5,000
to help small business owners in North Miami make improvements to their businesses, increase energy-efficiency and lower energy bills.



To apply, please contact Sam Blatt, the City of North Miami's Economic Development Manager, at 305-893-6511, Ext. 19006 or sblatt@northmiamifl.gov.

FIRST COME, FIRST SERVE!



Eligible Use of Funds:

- **INSTALLING** energy-efficient appliances
- **REPLACING** old light bulbs or light fixtures
- **INSTALLATION** of solar panels, impact windows, insulation, A/C units, rooftops, and more

Additional matching funding is also available through the North Miami Community Redevelopment Agency.

THE NORTH MIAMI MOBILITY HUB AND TRANSIT ORIENTED DEVELOPMENT (TOD) STRATEGIC PLAN

Influence the outcome! Enhance **mobility options & attract desired development to your community.**


DATE: Thursday, May 24th | TIME: 6pm- 8pm
VENUE: North Miami City Hall, 776 NE 125th Street, 2nd Floor Council Chambers, North Miami, FL 33161

CONTACT US

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