



## **CITY OF DORAL COUNCIL MEETING MEMORANDUM**

### **ITEM TITLE:**

A RESOLUTION OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING THE AWARD OF FISCAL YEAR 2025 CYCLE FAÇADE IMPROVEMENT GRANTS IN THE AMOUNT OF SEVEN THOUSAND EIGHT HUNDRED EIGHTY THREE DOLLARS AND 47/100 (\$7,883.47.00) TO APEX AT PARK CENTRAL NEIGHBORHOOD ASSOCIATION; TEN THOUSAND DOLLARS AND 00/100 (\$10,000.00) TO DORAL DIGITAL REPROGRAPHICS CORP.; TEN THOUSAND DOLLARS AND 00/100 (\$10,000.00) TO MIDTOWN DORAL CONDOMINIUM 2 ASSOCIATION INC.; NINE THOUSAND NINE HUNDRED FORTY DOLLARS AND 00/100 (\$9,940.00) TO THE COURTS AT DORAL ISLES CONDOMINIUM ASSOCIATION; AND TEN THOUSAND DOLLARS AND 00/100 (\$10,000.00) TO VILLAGE OF DORAL COVE ASSOCIATION INC.; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION OF RECITALS; AND PROVIDING FOR AN EFFECTIVE DATE

### **DEPARTMENT RECOMMENDATION:**

Approval

### **BRIEF HISTORY:**

The City of Doral has concluded a Façade Improvement Grant Program cycle for the current fiscal year. The Doral Façade Improvement Grant Program provides financial assistance to businesses, homeowner associations and commercial property owners in Doral to stimulate private sector investment, beautification, economic growth and job creation in the City, by improving the appearance of the buildings within City boundaries. The competitive grant program provides financial assistance by contributing up to 50% of the costs, in an amount not to exceed \$10,000 per project, associated with façade and beautification projects for properties throughout the city. The 2025 Façade Improvement Grant Cycle was held in April through May 2025. Five (5) organizations applied within the cycle, of which five (5) were deemed eligible and scored by a committee. This memorandum provides the committee's recommendations to award five (5) grants with a combined total of \$47,823.47.

The Doral Façade Improvement Grant Program was created in 2012 to provide financial assistance to businesses and commercial property owners in order to improve the appearance of buildings within the Doral Décor District. The program's geographical boundaries were expanded in 2017 to include the municipality's main tile, trade, industrial and commercial districts. In June 2018, the program was revised to cover the entire City of Doral and eligibility was extended to include homeowner associations' publicly visible entry feature. The maximum grant amount was increased to a 50% reimbursement of eligible renovation costs up to \$10,000

per project. The Façade Improvement Grant was redefined as a competitive reimbursement grant and a limited grant application cycle was implemented. In 2024, a new online application portal was implemented to enhance customer service by providing a simpler, more convenient process, improving the customer experience for applicants, and facilitating the submittal of complete applications. The Façade Improvement Grant Program is budgeted at \$50,000 in the current fiscal year, available in the Grants & Aids Account.

The current Façade Improvement Grant cycle commenced on April 7th, 2025 with a submittal deadline of May 9th, 2025. The City of Doral website was updated with submittal deadlines, procedures, forms, and contact information. All applications were submitted through an online application portal designed during the City's Innovation Academy to streamline the application process. The new portal includes an informational video, thorough explanations of required documents, and a convenient feature that allows applicants to save their applications in progress and return to them later. The portal provides additional support to applicants by informing them of any missing documents throughout the application process and only allowing completed applications to be submitted, therefore increasing the likelihood of submitting a valid application that would be eligible for grant funding. Prior to the beginning of the grant cycle, the City Clerk's Office published an announcement, and the Public Affairs Department promoted the grant cycle through e-blasts, social media posts and in newsletters. The grant process was managed by the Economic Development Division, which promoted the program at events and during presentations, met with potential applicants, vetted the organizations, communicated any pertinent information, and provided feedback to facilitate the completion of the applications.

Five (5) applications were received through the online application portal and submitted to the City Clerk's Office and the Economic Development Division to ensure transparency and provide redundancy. The application portal automatically notified applicants of their submittal and provided them with a copy of the received application. The Economic Development Division reviewed the applications to ensure compliance and completeness. Five (5) of the five (5) applications were deemed eligible and scored.

An Evaluation Committee consisting of three (3) City of Doral staff members from Building, Code Compliance, and the Planning and Zoning Department, scored the applications based on the merits of the improvement project, adherence to the purpose of the Façade Improvement Grant Program and the completeness of the application. Scoring was based on the following established criteria: Need (maximum 30 points), Visibility (maximum 30 points), and Scope of Project (maximum 40 points). An additional 10 bonus points may be applied for properties in the Décor District in accordance with the program's origins as an incentive for Décor District properties. The recommended award amount for each applicant is based on the average score of the three committee members. The average score is used to rank the applications and prioritize grant funding for the highest ranked applicants.

The five (5) eligible applicants are Apex at Park Central Neighborhood Association, Doral Digital Reprographics Corp., Midtown Doral Condominium 2 Association, The Courts at Doral Isles Condominium Association, and Village of Doral Cove Association Inc. Funding was recommended based on ranking, from highest to lowest score, and remained below the total budgeted funding amount of \$50,000.00.

The Façade Improvement Grant Evaluation Committee recommends that the Mayor and City Council approve Façade Improvement Grant awards to each of the following organizations, to be provided upon satisfactory completion of the approved renovation and following their submittal of approved reimbursement reports:

01-2025: Apex at Park Central Neighborhood Association

Project Cost: \$15,766.94

Recommended Award: \$7,883.47

02-2025: Doral Digital Reprographics Corp.

Project Cost: \$23,350.00

Recommended Award: \$10,000.00

03-2025: Midtown Doral Condominium 2 Association

Project Cost: 300,000.00

Recommended Award: \$10,000.00

04-2025: The Courts at Doral Isles Condominium Association

Project Cost: \$19,882.00

Recommended Award: \$9,940.00

05-2025: Village of Doral Cove Association Inc.

Project Cost: \$155,000.00

Recommended Award: \$10,000.00

The combined recommended amounts equal \$47,823.47 to be paid from the Grants & Aids Account/Local Non-Profit Grants account. The Façade Improvement Grant 2025 Evaluation Committee Report is included as Exhibit A.

If approved by the Mayor and City Council, awardees will be notified of their award by the Economic Development Division. Awardees must implement their program and submit a detailed Final Report for reimbursement within one (1) year of the "Effective Date" of their executed Façade Improvement Grant Agreement (the "Completion Date") with the City of Doral.

**LEGISLATIVE ACTION: (IF APPLICABLE)**

Date:	Resolution/Ordinance No.	Comments

**FINANCIAL INFORMATION: (IF APPLICABLE)**

No.	Amount	Account No.	Source of Funds
I.	\$47,823.47	001.50005.500820	Grants & Aids

Total:	\$47,823.47	
<b>Fiscal Impact Statement:</b> The proposed item has a fiscal impact on revenues and/or expenditures of \$47,823.47.		

### **STRATEGIC PLAN ALIGNMENT:**

The City of Doral Strategic Plan lays out a vision of Doral as a premier city to live, work, learn and play. The mission statement indicated in the Strategic Plan is to serve our city by continuously enhancing quality of life through community engagement, exceptional service and accountability. The Façade Improvement Grant Program enhances quality of life by assisting local organizations in beautification efforts, upgrading properties and communities, and removing blight, therefore stimulating private sector investment, economic growth, job creation and community pride. The Façade Improvement Grant Program provides an equitable and efficient process for consideration of funding requests from businesses and communities, establishing requirements and procedures for greater accountability in the expenditure of City funds. In addition, the new online application portal enhances customer service by providing a simpler, more convenient process, improving the customer experience for applicants, and facilitating the submittal of complete applications. The implementation of the new user-friendly application portal further aligns with the goal of providing exceptional service to the community, as it is designed to improve application eligibility and increase each applicant's chances of receiving grant funding. Additionally, throughout the grant portal, applicants are encouraged to meet with the Economic Development Division in advance of finalizing their grant application to ask any pertinent questions and ensure that they understand and can meet all grant requirements. As such, the program aligns with each element of the mission statement outlined in the Strategic Plan: community engagement, accountability and exceptional service.

### **ATTACHMENT(S):**

- A. Draft Resolution
- B. Exhibit A- Facade Grant 2025 Evaluation Report
- C. Facade Improvement Grant 2025 Agreement
- D. Applications