



BUSINESS IMPACT ESTIMATE FORM

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This Business Impact Estimate is given as it relates to the proposed ordinance titled:

Ordinance #2024-30 “Human Trafficking Signs”

AN ORDINANCE OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING/DENYING A TEXT AMENDMENT TO CHAPTER 80 “SIGN REGULATIONS”, BY CREATING ARTICLE VII, TITLED “HUMAN TRAFFICKING SIGNS”; PROVIDING FOR INCORPORATION OF RECITALS; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; PROVIDING FOR INCORPORATION INTO THE CODE; AND PROVIDING FOR AN EFFECTIVE DATE

Part I.

Summary of the proposed ordinance and statement of public purpose¹:

This proposed ordinance amends Chapter 80 of the City of Doral’s sign regulations by creating Article VII, which mandates the display of human trafficking awareness signs in certain establishments, including restaurants, hotels, salons, and urgent care centers. These signs are intended to inform employees and the public about human trafficking and provide contact information for resources.

By mandating visible signage, the city aims to protect potential victims, encourage reporting, and foster a safer environment for workers and residents.

Part II.

Estimate of the direct economic impact of the proposed ordinance on private, for-profit businesses in the City of Doral: *(fill out subsections a-c as applicable, if not applicable write “not applicable”)*

- a. Estimate of direct compliance costs that businesses may reasonably incur if the proposed ordinance is enacted:

¹ Address the public purpose to be served by the proposed ordinance, such as serving the public health, safety, morals, and welfare of the City of Doral.



Businesses will need to produce human trafficking awareness signs that meet the specifications outlined in the ordinance (e.g., size, text, language). The cost for printing signage could range from \$20 to \$100 per sign depending on the material, size, and design specifics.

- b. Identification of any new charges or fee on businesses subject to the proposed ordinance, or for which businesses will be financially responsible; and

Businesses would only be responsible for any fines incurred for not having the proper signage posted.

- c. An estimate of the City of Doral's regulatory costs, including an estimate of revenues from any new charges or fees that will be imposed on businesses to cover such costs.

City regulatory costs may be minimal as it is projected that any public awareness campaigns would be conducted in-house via social media posts and email blasts. Additional costs would come in the form of administrative costs such as time for inspections and processing of citations. Should any violations reach the Special Magistrate, then there may be some legal costs associated. A conservative estimate would put the total regulatory costs at \$5,000 to \$10,000 per year. The only revenues collected from businesses will be those associated with violating the ordinance. Therefore, if 50 businesses are found in violation at \$500 per violation, the City could see annual revenues of \$25,000.

Part III.

Good faith estimate of the number of businesses likely to be impacted by the ordinance:

1,000 business are likely to be impacted by the ordinance.

Part IV. Additional Information (if any):

N/A