



BUSINESS IMPACT ESTIMATE FORM

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

Ordinance #2026-08 “No Hourly Room Rental Signage”

AN ORDINANCE OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, AMENDING CHAPTER 80, ARTICLE VII, “HUMAN TRAFFICKING SIGNS”; CREATING SECTION 80-326 “NO HOURLY ROOM RENTALS PUBLIC AWARENESS SIGNS”; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR INCORPORATION INTO THE CODE; PROVIDING FOR INCORPORATION OF RECITALS; PROVIDING FOR SEVERABILITY; AND PROVIDING FOR AN EFFECTIVE DATE

Part I.

Summary of the proposed ordinance and statement of public purpose¹:

This ordinance creates Section 80-326 of the City Code requiring public lodging establishments to display a conspicuous “No Hourly Room Rentals” public awareness sign. The public purpose of this ordinance is to increase awareness and compliance with state law, and strengthen the City’s ability to deter criminal activity and address quality-of-life concerns associated with unlawful hourly room rentals.

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:

Businesses should have no compliance cost as our department will be delivering approved signs for simple compliance. No new fees or routine costs are created by the ordinance, and compliance costs are expected only for businesses that fail to meet established code requirements.

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.



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

The proposed ordinance does not establish any new charges or fees for businesses. Financial responsibility arises only if a business does not comply with the posting of the required signage. That would be a \$500 citation.

- 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.

The ordinance will not create new regulatory costs for the City, as enforcement will be managed within existing Code Compliance resources. There is a possibility of a slight revenue increase as this would be a new fine in our fee schedule.

Part III.

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

There are approximately thirty-four lodging establishments within the City that would directly be impacted by the proposed ordinance.

Part IV. Additional Information (if any):

N/A