

# *City of **North** **Miami** Climate Hub*

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# *City of **North** **Miami** Climate Hub Initiative*

- NoMi Climate Hub?
  - A recommendation from a Target Industry Analysis conducted
- Study funded by Economic Development Administration (EDA)
- Findings
- Coastal City
  - Environmental Sustainability=mult-sector climate industry



# *Before the Target Industry Study*



**Resilient NoMi**

Plan . Protect . Preserve



## **Policy:**

- > Green Building Standards (within Land Development Regulations)
- > Green Housing Guidelines (Requirements within CDBG projects)



## **Programs:**

- > Citizens Guide to Sustainability and Resiliency
- > Green Commercial Grant



## **Projects:**

- > Good Neighbors Stormwater Park
- > EV Car Charging Stations

# *Climate change effects in **NO.MI***

- Sea Level Rise
  - Flooding
  - King Tides
- Global Warming
  - Possibility for more frequent or intense hurricanes



# *Innovation towards Sustainability*

- Van Alen Institute
  - Launched a creative design challenge
  - Storm water mitigation
  - Repetitive lost properties
  - Flood prone vacant lot =
  - Public park that retains extra rainwater and prevents flooding
- Project Success
  - Helping NM build a brand
  - Environmental sustainability

## *After the Target Industry Analysis*

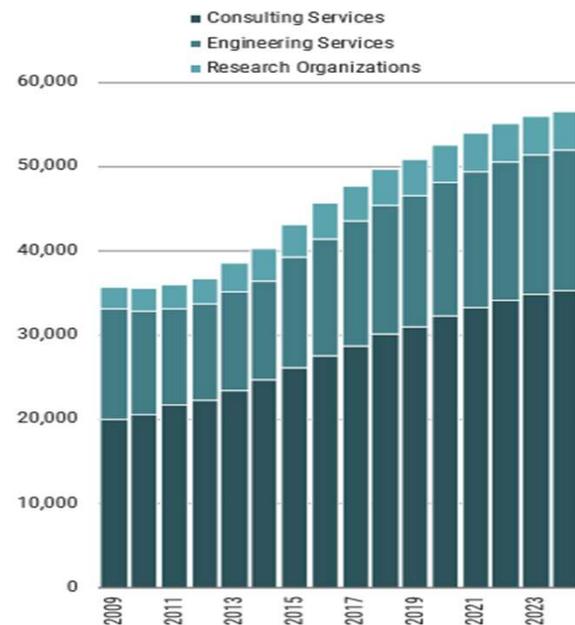
- What we learned?
- NoMi is well positioned
  - To be part of the region's solution
- Florida International University (FIU)=Anchor Institution
  - FIU's environmental programs
  - FIU' Sea Level Solutions Center



# Climate Services vs All Industries

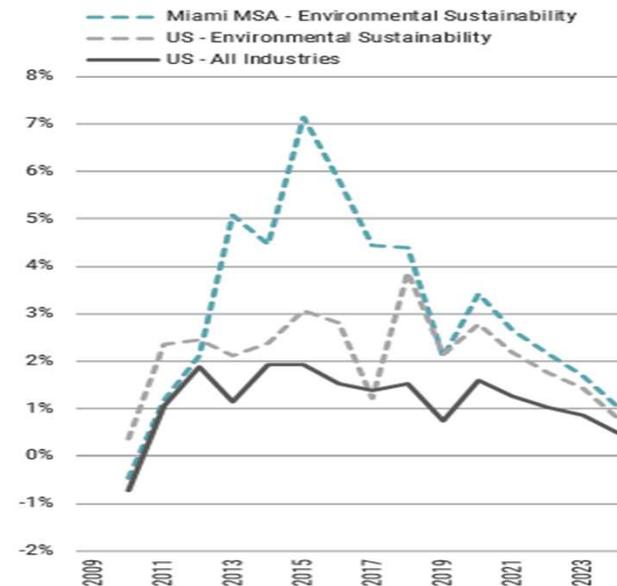
## Target Components

ANNUAL EMPLOYMENT



## Target Growth

ANNUAL PERCENT CHANGE IN EMPLOYMENT



Source: US Bureau of Labor Statistics; EMSI 2020.1—QCEW Employees, Non-QCEW Employees, and Self-Employed; US Economic Development Administration; Institute for Strategy and Competitiveness at Harvard Business School; TIP Strategies.

Note: The cluster methodology developed at Harvard Business School has been adjusted by TIP Strategies to align with the six-digit NAICS classifications used by EMSI.

# Staffing Profile for Miami

LQs & RELATIVE EARNINGS: **BELOW AVG** →  ← **ABOVE AVG**

STANDARD OCCUPATIONAL CLASSIFICATION		EMPLOYMENT			EARNINGS	
Code	Description	2019 Jobs	% of Target	LQ (US= 1.00)	Local Hourly Median	Relative to US (US=1.00)
13-1111	Management Analysts	6,193	7.7%	1.40	32.36	0.80
17-2051	Civil Engineers	3,203	4.0%	0.96	40.06	0.96
17-1022	Surveyors	3,042	3.8%	1.05	27.64	0.92
17-2031	Biomedical Engineers	2,746	3.4%	0.97	35.55	0.84
13-1161	Market Research Analysts & Mktng. Specialists	1,911	2.4%	1.22	28.63	0.95
11-1021	General & Operations Managers	1,727	2.1%	1.12	46.54	0.96
41-3099	Sales Reps., Services, All Other	1,636	2.0%	1.45	23.61	0.90
13-1199	Business Operations Specialists, All Other	1,557	1.9%	1.32	29.11	0.86
43-6014	Secretaries/Admin. Asst., Exc. Legal, Med., & Exec.	1,552	1.9%	1.34	16.73	0.95
43-4051	Customer Service Representatives	1,534	1.9%	1.78	15.59	0.96
43-9061	Office Clerks, General	1,507	1.9%	1.32	15.06	0.96
17-3011	Architectural & Civil Drafters	1,323	1.6%	1.04	26.84	1.02
17-2141	Mechanical Engineers	1,206	1.5%	0.67	38.82	0.92
13-2011	Accountants & Auditors	1,151	1.4%	1.30	31.15	0.92
11-9199	Managers, All Other	1,072	1.3%	1.23	28.40	0.73
17-2081	Environmental Engineers	896	1.1%	0.61	30.42	0.72
43-5081	Stock Clerks & Order Fillers	870	1.1%	1.35	11.65	0.94
43-3031	Bookkeeping, Accounting, & Auditing Clerks	793	1.0%	1.36	19.01	0.98
17-2171	Petroleum Engineers	740	0.9%	1.04	63.45	0.96
15-2041	Statisticians	700	0.9%	0.97	33.32	0.79
11-9021	Construction Managers	691	0.9%	0.92	37.65	1.00
13-1071	Human Resources Specialists	668	0.8%	1.28	25.97	0.89
17-2071	Electrical Engineers	633	0.8%	0.57	41.29	0.89
13-1151	Training & Development Specialists	631	0.8%	1.20	27.26	0.93
15-1132	Software Developers, Applications	631	0.8%	0.79	44.42	0.89

Source: US Bureau of Labor Statistics; EMSI 2020.1—QCEW Employees, Non-QCEW Employees, and Self-Employed; US Economic Development Administration; Institute for Strategy and Competitiveness at Harvard Business School; TIP Strategies.

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# *Economic Opportunities*

- What we didn't see
  - Scientist led start-ups
  - Data analytics



- Ecosystems
  - A Miami based start up
  - <https://ecosystems.com/>
- Dream in Green
  - Respond to climate & environmental changes
  - Provide data & research services
  - <https://www.linkedin.com/company/dream-in-green>

# *North Miami is home to* **Sole Mia**



Mixed Use, \$4billion Public,  
Private Partnership

<https://www.solemia.com/>



Sole Mia - Residential Rental Tower



Sole Mia - East Lagoon



*North Miami is home to ...*

## ***Oleta River State Park***

- **FLORIDA'S LARGEST URBAN PARK**
- **ENVIRONMENTAL SUSTAINABILITY & ECONOMIC DEVELOPMENT CLOSELY LINKED**
- **TOURISM & TALENT ATTRACTION**
- **\$499,846 SPENT- PARK ANNUAL ATTENDANCE**
- **\$124.08 AVERAGE PER PERSON/DAY EXPENDITURE**
- **\$45,895,460 VISITOR EXPENDITURE IN LOCAL AREA**
- **TOTAL DIRECT ECONOMIC IMPACT \$46,835,118**
- **749 JOBS SUPPORTED**



# *What does **N**orth **M**iami hope to get out of this?*

- Build a brand that embraces environmental sustainability
- Build a partnership with our anchor institution FIU
- Job creation
- Economic Impact
- Serve as an economic engine
  - Procurement & infrastructure investments to support sustainability & resiliency
    - Sole Mia is a perfect example



Questions

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Answers

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