INVESTOR OVERVIEW

Maximize your ROI in MIA
Miami-Dade Beacon Council supports the economic growth and prosperity of Miami-Dade County’s businesses and residents.

We act as a champion for growth by assisting companies to establish roots in our community while helping them – and other local businesses – thrive, create jobs, and ultimately prosper.

We invite you to benefit from the economic growth happening in Miami-Dade and get a great return on your investment.

In Partnership with Miami-Dade County
Strategic Framework

**VISION:** MIAMI IS A WORLD-CLASS 21ST CENTURY COMMUNITY

**MISSION:** INCREASE JOBS AND INVESTMENT IN MIAMI-DADE COUNTY

---

**MARKET**

**MIAMI-DADE AS A WORLD-CLASS BUSINESS LOCATION**

- Promote Miami-Dade's business assets
- Support local events that position Miami as a global leader
- Recruit global and regional HQs
- Recruit companies in target industries:
  - Aviation
  - Banking & Finance
  - Creative Design
  - Life Sciences & Healthcare
  - Technology
  - Trade & Logistics

---

**GROW**

**LOCAL COMPANIES**

- Help retain and expand local businesses
- Visit local businesses to assist with growth
- Support the transition of local companies into sustainable growth companies
- Identify and offer resources
- Foster connections between businesses
- Support scalable companies in target industries

---

**SHAPE**

**MIAMI-DADE’S ECONOMIC FUTURE**

- Support efforts to attract and retain talent and prepare future leaders
- Support public policies that promote job creation
- Support urban initiatives to improve job creation and capacity building
- Advocate for education, training and retention strategies
- Advocate for job creation tax incentives and marketing dollars

---

**Key Objectives**

- New Direct Jobs Created
- Projects Completed
- New Capital Investment
- Active Projects
- Businesses Recruited
- Contacts/Briefings
- Jobs Retained
- Businesses Expanded
- Local Business Visitations
- Small Business Workshops
- Partner Organization Collaboration
- Entrepreneurs Connected with Companies
- Public Policies Passed
- Degrees and Certifications in Target Industries
- Absolute Number of Population Age 19-35
- Projects in Enterprise Zones and Targeted Urban Areas

---

**Metrics**

**Strategy Pillars**

ONE COMMUNITY • ONE GOAL
## Leadership Committee Chairs

<table>
<thead>
<tr>
<th>Committee</th>
<th>Chair/Chair-elect</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bach Real Estate</strong></td>
<td>Barron Channer</td>
</tr>
<tr>
<td><strong>Bank of America</strong></td>
<td>Maria Alonso</td>
</tr>
<tr>
<td><strong>Ballet United</strong></td>
<td>Penny Shaffer</td>
</tr>
<tr>
<td><strong>Doctors Hospital</strong></td>
<td>Nelson Lazo</td>
</tr>
<tr>
<td><strong>International</strong></td>
<td>Jaret Davis</td>
</tr>
<tr>
<td><strong>Trade &amp; Logistics</strong></td>
<td>Hugo Perez</td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td>Ivan Rapin-Smith</td>
</tr>
</tbody>
</table>

### One Community One Goal Chairs

<table>
<thead>
<tr>
<th>Chair/Chair-elect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
<tr>
<td>Maria Alonso</td>
</tr>
</tbody>
</table>

### Officers

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interim President &amp; CEO</td>
<td>Sheldon Anderson</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Dawn White</td>
</tr>
<tr>
<td>Secretary</td>
<td>Dan Mackler</td>
</tr>
<tr>
<td>Past Chair</td>
<td>Ernie Diaz</td>
</tr>
</tbody>
</table>

### Committees

<table>
<thead>
<tr>
<th>Committee</th>
<th>Chair/Chair-elect</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aviation</strong></td>
<td>Alex De Guten</td>
</tr>
<tr>
<td><strong>Banking &amp; Finance</strong></td>
<td>Steve Leth</td>
</tr>
<tr>
<td><strong>Creative Design</strong></td>
<td>Jonathan Bruckner</td>
</tr>
<tr>
<td><strong>International</strong></td>
<td>Olga Ramudo</td>
</tr>
<tr>
<td><strong>Local Health Care</strong></td>
<td>James Gale</td>
</tr>
<tr>
<td><strong>Trade &amp; Logistics</strong></td>
<td>Ron Atapattu</td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td>Hugo Perez</td>
</tr>
</tbody>
</table>

### New Leaders Taskforce

<table>
<thead>
<tr>
<th>Chair-elect</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>OneUnited Bank</td>
<td>Maya Tzur</td>
</tr>
<tr>
<td>Florida East Coast Realty</td>
<td>Austin Hollo</td>
</tr>
<tr>
<td>OneUnited Bank</td>
<td>Teri Williams</td>
</tr>
</tbody>
</table>

### Small Business

<table>
<thead>
<tr>
<th>Chair/Chair-elect</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>BankUnited</td>
<td>Andrew I. Ashby</td>
</tr>
<tr>
<td>Wells Fargo</td>
<td>Joe Atkinson</td>
</tr>
</tbody>
</table>

### Urban Initiatives

<table>
<thead>
<tr>
<th>Chair/Chair-elect</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>BACH Real Estate</td>
<td>Barron Channer</td>
</tr>
</tbody>
</table>

### Immediate Past Chair

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ernie Diaz</td>
</tr>
</tbody>
</table>

### Immediate Past Chair |

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ernie Diaz</td>
</tr>
</tbody>
</table>

### Interim President & CEO |

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheldon Anderson</td>
</tr>
</tbody>
</table>

### Miami-Dade Beacon Council

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sheldon Anderson</td>
</tr>
</tbody>
</table>

### Miami-Dade County Government

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
</tbody>
</table>

### Miami-Dade County Government

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
</tbody>
</table>

### Miami-Dade Government

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
</tbody>
</table>

### Miami-Dade Government

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
</tbody>
</table>

### Miami-Dade Government

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
</tbody>
</table>

### Miami-Dade Government

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
</tbody>
</table>

### Miami-Dade Government

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
</tbody>
</table>

### Miami-Dade Government

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
</tbody>
</table>

### Miami-Dade Government

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
</tbody>
</table>

### Miami-Dade Government

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
</tbody>
</table>

### Miami-Dade Government

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
</tbody>
</table>

### Miami-Dade Government

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
</tbody>
</table>

### Miami-Dade Government

<table>
<thead>
<tr>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carlos A. Gimenez</td>
</tr>
</tbody>
</table>
We make things happen.

Miami-Dade Beacon Council’s committees consist of motivated community leaders who support our mission to increase jobs and investment in Miami-Dade County.

COMMITTEE GOALS & OBJECTIVES

» Lead Generation and Business Expansion, Retention, and Recruitment
» Marketing and Business Development
» Outreach to Local Businesses
» Entrepreneurship

» Investor Recruitment
» Urban Initiatives
» One Community One Goal Implementation

COMMITTEE OPPORTUNITIES

» Aviation
» Banking & Finance
» Creative Design
» Hospitality & Tourism*
» International
» New Leaders

» Life Sciences & Healthcare
» Small Business
» Technology
» Trade & Logistics
» Urban Initiatives

* Hospitality & Tourism Committee is led by the GMCVB.
** Taskforce members implement inclusion strategies throughout the committees.

Creating opportunities, achieving results.

Miami-Dade Beacon Council provides customized assistance to companies looking to expand or relocate in Miami-Dade County. These free and confidential services include:

» Site Identification Services
» Economic & Demographic Research
» Access to Key Influencers
» Financing Programs & Assistance

» Permitting & Regulatory Assistance
» Business Incentives
» Labor Recruitment & Training
» Employee Assistance Relocation Programs
Your investment in Miami-Dade Beacon Council is a stake in your future.

The momentum is with us. Your engagement with Miami-Dade Beacon Council will help keep it that way. Plus, the returns are tangible. They can be a boost to your bottom line, and Miami-Dade’s growing stature as a global economic headquarters.

**LEAD PRO-ACTIVE BUSINESS RECRUITMENT**

- Assist Site Selectors
- Identify High Value Prospects for Growth and Relocation
- Create Data-Driven Thought Leadership
- Prepare Customized Economic Data Analysis Reports
- Use Miami Ambassadors to Share Success Stories
- Support Unique Needs of International Businesses
- Connect with Decision-makers In Person and Online

**ENHANCE OUR MARKETING EFFORTS**

- Create Multilingual Digital and Printed Materials
- Strengthen Digital Presence with Optimized Search Capabilities
- Maximize Social Media Connectivity
- Bolster Earned, Owned and Paid Media
- Create “Why Miami – Reasons to Believe” Campaign
- Develop CEO Testimonials Video Library

**MAXIMIZE OPPORTUNITIES FOR ALL MIAMI-DADE COUNTY**

- Promote Targeted Urban Areas
- Facilitate Permitting and Regulatory Process
- Expand Innovation and Entrepreneurial Ecosystem
- Promote Small Businesses
- Facilitate Collaboration between Business and Academia

**WHY INVEST?**

Your engagement with Miami-Dade Beacon Council will help keep it that way. Plus, the returns are tangible. They can be a boost to your bottom line, and Miami-Dade’s growing stature as a global economic headquarters.
Since its creation in 1985, Miami-Dade Beacon Council has achieved milestone after milestone:

**$4.3 billion in new capital investment**

**1,026 companies assisted**

**Over 65,907 direct jobs**

**Highlights**

We assisted the following companies with relocation:
- Caterpillar
- Amazon
- Cable and Wireless Communications
- Porsche
- Volkswagen
- Harley-Davidson
- Telefónica
- Nokia
- Discovery Networks Latin America
- BD Biosciences

We assisted the following companies with expansion and/or retention:
- Burger King
- Ryder System
- HBO Latin America
- Goya Foods
- Univision
- Boeing
- Sapient
- Performance Food Service
Maximize Your ROI in MIA

As an Investor in The Beacon Council, you’re investing in the economic growth of Miami – which in turn supports the growth of your own enterprise.

We use the term “Investors” to describe members of Miami-Dade Beacon Council whose participation in our organization helps promote the economic growth of Miami-Dade County.

Your investment pays dividends in the form of:

» Networking with prominent business leaders and government officials
» Opportunities to shape Miami-Dade’s economic future
» Engagement with industry leaders
» Insights into market trends and economic news

We offer opportunities to engage and participate at every financial level, each with its own benefits.

We offer opportunities to engage and participate at every financial level, each with its own benefits. Stated amounts are annual.

Corporation Investor

$5,000

» Opportunity to serve as committee leadership
» Opportunities to serve on multiple committees
» Exclusive access to LinkedIn Investor group
» Opportunity to host committee meetings at your business
» Access to a dedicated relationship manager at Miami-Dade Beacon Council
» Special invitations and Investor-only pricing for signature networking events
» Digital subscriptions to weekly newsletter and Economic Update
» Invitations to exclusive Investor-only events
» Investor lapel pin

Small Business Investor

$1,500

» Opportunities to serve on committees (total of two representatives)
» Special invitations and Investor-only pricing for signature networking events
» Digital subscriptions to weekly newsletter and Economic Update
» Investor lapel pin
**EXECUTIVE INVESTOR**

$10,000

**All Corporate Investor benefits, plus:**

» Opportunity to serve on Board of Directors

» First priority to sponsor signature events

» Logo recognition in Annual Report

» Annual strategy session with Beacon Council Economic Development staff

» Priority Invitation to exclusive Economic Roundtable events

» Investor Spotlight displayed on website and in newsletter

» Investor photo displayed prominently on Beacon Council website

» Opportunities to host high level Investor events at your business

» Customized economic data presentation at your business

» Priority invitations to community and VIP events

---

**BENEFACTOR INVESTOR**

$25,000

**All Corporate and Executive benefits, plus:**

» Opportunity to host custom industry and thought leadership events

» First priority to attend Economic Development missions and high-level VIP opportunities

» Opportunities to serve as primary host for corporate relocations and site selectors

» Opportunity to host Board of Directors meetings at your business

» Company logo on website and highlighted in publications

» Company logo placement at Annual Meeting

» Events concierge to coordinate presence at signature events

» Discounts available for signature event sponsorships

---

**SUSTAINING INVESTOR**

$50,000 +

**All Corporate, Executive, and Benefactor benefits, plus:**

» Opportunity to serve on Chairman’s Council

» Premier recognition and logo placement at all signature events (e.g., Annual Meeting, Key Ceremony, Beacon Awards, One Community One Goal Report)

» Premier logo branding on national and international business development mission trip materials

» Development of custom Miami-Dade economic data research report

» Access to custom industry or topical workshops created by Economic Development staff
Branding & Sponsorship Opportunities

- Opportunities for branding and visibility during premier Miami events, within new markets, and through digital exposure
- Connect with corporate and community decision makers, emerging businesses and public officials
- Brand your company as a top supporter of Miami’s economic growth

Signature events

Annual Meeting & Key Ceremony – October
Meet the new and expanding companies shaping Miami’s economy & celebrate annual accomplishments
- Connect with executives leading expanded or newly-opened business operations in Miami
- Participate in “Company Showcase” to network with company founders, elected officials and top-level executives
- Gain insights into Miami’s dynamic economy and learn about forward-looking economic development initiatives
- Welcome and celebrate key leaders:
  - Incoming Chair, Nelson Lazo, CEO of Doctor’s Hospital
  - Outgoing Chair, Jaret Davis, Co-Managing Shareholder of Greenberg Traurig
  - Board of Directors of 60+ business leaders and public officials
  - 25-40 new and expanding companies; attendance 400+ of business leaders,
  - Mayor Carlos Gimenez, County and City elected officials & consular corps

Beacon Awards – April
Honor Miami’s transformational leaders and fastest growing companies
- Opportunity to connect with high growth companies and align your brand with key Miami growth industries such as Aviation, Banking & Finance & Technology, as well as leaders in education and Corporate Social Responsibility
- Celebrate top economic development leaders. Past honorees include: Mike Fernandez, Jorge Perez and Donna Shalala
- Network with top C-Suite decision makers during reception and dinner ceremony
- Attendance 400+ c-suite executives
One Community One Goal
Annual Report to the Community – July

Highlight key accomplishments on Community-wide economic development initiatives

• Opportunity to interact with broad group of community leaders and stakeholders while learning key updates to Miami-Dade County’s roadmap for future economic development success.
• Network and showcase your brand during partner expo; opportunity to engage 600+ attendees
• Attend exclusive luncheon with speaker and key leaders for high-level networking.
• Attendance 600+ business leaders, Mayor Carlos Gimenez and other prominent civic leaders

Exposure in Key Markets

Economic Development Mission Trips and Trade Shows (i.e Spain, Paris Air Show, Corenet, etc.)

• Showcase your organization’s team to provide key thought leadership to companies considering Miami as a business destination
• Industry-exclusive opportunities for Legal, Banking & Finance, Education and Real Estate
• Participate in high-level receptions, speaking opportunities, and key meetings
• Work closely with MDBC Leadership, other key Investors, and Miami decision makers
Digital Branding

Newsletter

• Weekly newsletter with upcoming events, updates, trends, thought leadership and resources from Beacon, our Investors, and greater Miami Dade community

• Our newsletter is circulated to 12,000+ users weekly to top investors, entrepreneurs, business and community leaders, academia, corporate relocation consultants, and public officials

Employment Report

• Monthly economic outlook on the Miami-Dade labor market. Specific emphasis on OCGO Target Industries – Aviation, Banking & Finance, Creative Design, Hospitality & Tourism, Life Sciences & Healthcare, Technology, and Trade & Logistics

• Audience includes top media sources, Miami-Dade Beacon Council investors, business and community leaders, academia, corporate relocation consultants, and civic leaders

For more information, contact:
Erin Dowd, Vice President, Investor Relations
edowd@beaconcouncil.com  c: 305-606-3723
Be in great company.

As an Investor in Miami-Dade Beacon Council, you’re a member of an elite group of organizations which are shaping Miami-Dade’s future – and are positioned to benefit from its immense promise. The brands below represent some of our Investors.

“Engagement in The Miami-Dade Beacon Council provides the platform to make a meaningful impact in our community and help shape Miami’s economic future. It’s been gratifying over the years to have had numerous opportunities to work alongside so many of Miami-Dade’s dedicated business and community leaders, many with whom I’ve developed long-lasting relationships.”

— Ron Shuffield | CEO, EWM Realty International

“Our business grows as the roster of companies in Miami-Dade grows and diversifies. What is good for Miami is good for American Airlines.”

— Dawn White | Regional Managing Director, American Airlines

“The Miami-Dade Beacon Council is a who’s who of top decision-makers and influencers in Miami-Dade. There is no better way to connect with community leaders than working together to enhance our economic future. We have seen real ROI from our investment.”

— Jaret Davis | Co-Managing Shareholder, Greenberg Traurig

“At Baptist Health, it is our mission to keep South Floridians healthy. Miami-Dade Beacon Council provides an important opportunity for us to work together with leaders from across all industries to find exciting ways to propel our community forward and ensure its continued growth, health and success.”

— Brian E. Keeley | President and CEO
Baptist Health South Florida

“Miami-Dade Beacon Council works with the public and private sectors to bring new businesses into our community and help grow local companies, while creating both direct and indirect jobs. Through our partnership, we launched the CliniSanitas medical centers and brought high-paying jobs to South Florida and innovative new facilities that will improve the health of our community.”

— Penny Shaffer | Market President, Florida Blue
AN INVESTMENT IN MIAMI-DADE BEACON COUNCIL IS MORE THAN A “MEMBERSHIP”

Invest in the future – of your business.