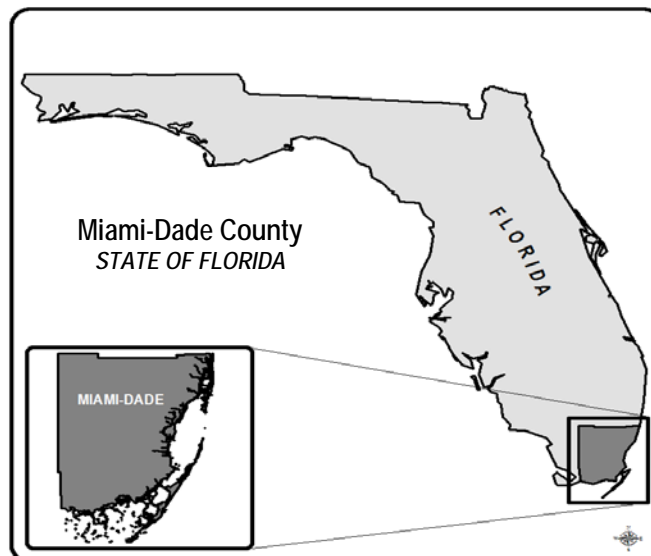# WHERE ARE WE? WHO ARE WE?

Miami-Dade County, formerly known as Dade County, was created on January 18, 1836 under the Territorial Act of the United States. It was named for Major Francis L. Dade, a soldier killed in 1835 in the Second Seminole War. Subsequent to the creation of Miami-Dade County, Florida became the twenty-seventh state of the United States of America on March 3, 1845.

Miami-Dade County, Florida is the most populous county in the southeastern United States and the seventh largest in the nation by population. Miami-Dade County is often referred to as the "Gateway to Latin America and the Caribbean." The County's population as April, 2012 was 2,541,928. The population density within the urban area is approximately 6,000 people per square mile. Based on the most recent census data, nearly 77 percent of the total population is White, 19 percent is Black or African American, and 4 percent is of some other race or combination of races. The largest ethnic group in the County is Hispanic or Latino, representing 65 percent of the population.

Miami-Dade County
STATE OF FLORIDA

MIAMI-DADE

Approximately 52 percent of the people living in Miami-Dade County in 2011 were foreign-born. Among people, at least five years old living in Miami-Dade County in 2010, 73 percent spoke a language other than English at home. Of those speaking a language other than English at home, 88 percent spoke Spanish and 12 percent spoke some other language. The 2012 Area Median Income (AMI) for a four-person household as determined by the United States Department of Housing and Urban Development is $52,600.   As reported by the American Community Survey, in 2011 over 17.3 percent of the families in Miami-Dade lived below the poverty line.

Approximately 424 square miles (excludes bay and coastal water) of the County are within the urbanized area, while the total county land area currently covers a total of 2,420 square miles (1,921 square miles of land and 499 square miles of water) and is bound by Biscayne Bay and the Atlantic Ocean to the east, Everglades National Park to the west, the Florida Keys to the south, and Broward County to the north. Miami-Dade County is the only metropolitan area in the United States that borders two national parks: Biscayne National Park and Everglades National Park.

The Greater Miami area is the center for international commerce in the southeastern United States and its proximity to the Caribbean, Mexico, and Central and South America makes it a natural center of trade to and from North America and beyond to Europe and Asia. In addition, the international background of many of its residents is an essential labor force characteristic for multi-national companies which must operate across language and cultural differences.

For most of Miami-Dade County's history, the local economy has been based on tourism. In 2011, more than 13 million overnight visitors came to Greater Miami, infusing the local economy with $20 billion in direct spending, such as hotel rooms, restaurants, shopping, transportation, and attractions. The hospitality industry employs more than 100,000 residents and generated nearly $140 million in tourist-related taxes and more than $600 million in sales tax which supports local service provision in South Florida.

While tourism continues to be the principal industry, the city's economy has become more diversified. Sectors throughout the economy, including construction, wholesale trade, retail trade, information technology and telecommunications, leisure and hospitality, and financial services, continue strong growth that has driven our metropolitan area to consistently lead the State of Florida in growth. In addition, multiple sectors of the Miami-Dade economy are driven by international trade by local companies. Export and import volume through the Miami Customs District continues to expand, and a variety of our target industries has benefited from this growth. Our close proximity to Latin America and the Caribbean make us the center of international trade with those areas.

This year business leaders came together as the One Community One Goal Initiative to receive input about our region's economic future and strategy from more than 5,000 participants through surveys, focus Groups, personal visits and community events. This initiative culminated in a four-report series that provides Miami-Dade County with a blueprint for sustained economic development across a broad spectrum of industries and organizations. The One Community One Goal Steering Committee, comprised of business and community leaders, will facilitate the implementation of the plan with close collaboration among the private sector, the public sector, community organizations and academia, and raise money a $15 million five-year global economic development marketing campaign. The One Community One Goal final report identifies themes that intersect all strategic recommendations and provide a unifying thread across a complex set of initiatives designed to support economic growth in Miami-Dade County. These themes include: a single shared vision, the importance of cooperation across industries and sectors, alignment around a single set of target industries, education as the foundation for growth, and the value of economic diversification. The report offers detailed strategic recommendations for seven target industries and niche sectors that represent long-term global growth potential.

Miami-Dade County endeavors to support economic development in our region by providing resources to support infrastructure and to make our community livable and sustainable.