

CITY INSIDER

# The Miami Market

Business, culture, and bite-sized flavors keep the city sizzling



Truluck's



Adrienne Arsht Center for the Performing Arts







**Mandarin Oriental**

**WITH A RICHLY DIVERSE POPULATION OF MORE**

than 5 million, metropolitan Miami offers great cuisine and a variety of cultural activities, with Spanish and Haitian Creole among the most widely spoken languages. The South Florida city and surrounding area also make up a vibrant business center. Headquarters for a wide range of companies that include Bacardi, CompUSA, Ryder Systems, and several major cruise lines, the metropolis is the hub for Latin American operations for businesses that include FedEx, Kraft Foods, and Walmart. Financial services, construction, and tourism are among the city's strongest industry segments. Native Karen Douthit says the city's diversity helps drive great business opportunities. "Because so many people want to explore these cultures and traditions, you will find that your market tends to grow into an audience that's broader than what you intended to target in the first place."

Nicknamed the Magic City, it's a robust business setting for growing clientele and cultivating creative interests. The region's great demand for services inspired Douthit to consider an entrepreneurial venture. Approaching her 21st year as the nutritional administrator for Miami-Dade County Public Schools, Douthit is also finding success with Petit Cakes ([www.petitcakesmiami.com](http://www.petitcakesmiami.com)), her line of gourmet cupcakes and miniature Bundt and layer cakes. Launched in 2009, Douthit's home-based, part-time operation produces orders of roughly 2,000 to 3,000 cupcakes per month to an increasingly supportive group of patrons across industries. "I'm still young enough that I'm going to continue working," says Douthit of her retirement in roughly 10 years, "and I'd rather be my own boss. My goal is to keep this at a slow and steady pace of growth."



**Doral  
Golf  
Resort  
& Spa**



**Hilton  
Bentley  
Miami/  
South  
Beach**

**Here are several recommendations for your Miami experience.**

**ACCOMMODATIONS**

A popular conference location, the **Doral Golf Resort & Spa** ([www.doralresort.com](http://www.doralresort.com)), site of the 2012 Black Enterprise Golf & Tennis Challenge, spreads across 650 acres and offers a range of services and amenities that make it a comfortable environment for business exchanges, including its five champion golf courses.

Premium service is what guests can expect at the **Mandarin Oriental** ([www.mandarinoriental.com/miami](http://www.mandarinoriental.com/miami)) located on Brickell Key. Booking a suite provides car service to and from Miami International Airport. This luxury hotel also offers exceptional year-round specials.

The boutique-style **Hilton Bentley Miami/South Beach** ([www.hiltonbentleymiami.com](http://www.hiltonbentleymiami.com)) provides a choice between a studio, one- or two-bedroom suites, and the penthouse, all elegantly appointed in European fashion. The penthouse is 3,500 square feet with a spiral staircase that leads to a split-level rooftop terrace overlooking the Atlantic Ocean.

**RESTAURANTS**

**Truluck's** ([www.trulucks.com](http://www.trulucks.com)) service extends beyond creative and succulent dishes to its own private crab fisheries and specially selected farms. There is live entertainment, and the after-dinner drink selection is as impressive as the wine collection.

Rated one of the best Italian spots in Miami, **Perricone's Marketplace & Cafe** ([www.perricones.com](http://www.perricones.com)) is open for lunch and dinner, with private rooms and special menus for business gatherings.

**ATTRACTIONS**

Three major sports teams have homes in Miami: the NFL's Miami Dolphins play opponents in Sun Life Stadium; the NBA's Miami Heat takes its talents to American Airlines Arena; and MLB's Miami Marlins will swing their bats in the New Marlins Ballpark in 2012.

The **Adrienne Arsht Center for the Performing Arts** ([www.arshtcenter.org](http://www.arshtcenter.org)) is the largest performing arts center built in the U.S. in the last 30 years. Located on Biscayne Boulevard, it hosts a range of artistic and cultural engagements. The Alvin Ailey American Dance Theater is scheduled to perform in February 2012.

There are a number of society events, such as the Annual Hat Luncheon in February, that take place at the **Vizcaya Museum and Gardens** ([www.vizcayamuseum.org](http://www.vizcayamuseum.org)). The Moonlight Garden Tour, complete with live music and wine, is a favorite for visitors.

—Dale Coachman