

AVIATION DEPARTMENT PROMOTIONAL FUND

RECOMMENDED EXPENDITURES

Fiscal Year 2007-08

The Budget Ordinance also includes recommendations for Aviation Department Promotional Fund expenditures totaling \$ 171,000. This amount includes a adjustment, reflecting a decrease of \$50,000 from the FY 2007-08 Proposed Resource Allocation Plan amount of \$221,000. As the date of the approved events/program approaches, the Aviation Department will obtain the documentation required by A.O.7-32 from each entity for review by the Aviation Department and the County Attorney's Office prior to disbursement of funds, and in accordance to the following recommendations.

1. **Custom/Trade/Finance Symposium**
Event title: **Eight Symposiums of the Americas**
Amount recommended: **\$ 5,000**

The Symposium provides an annual forum for the nation's leading customs officials and business trade executives to learn the latest advances in trade talks, and transportation. It presents a forum to exchange views on how to develop strategies to enhance the growth of international trade, and automation and modernization of customs procedures for the efficient movement of goods and passengers through Miami International Airport.

2. **Airport Minority Advisory Council**
Event title: **Annual Sponsorship**
Amount recommended: **\$ 5,000**

The Airport Minority Advisory Council (AMAC) promotes the full participation of minority women-owned business in airport contracts, and promotes the employment of minorities and women in the airport industry. This organization has over 600 members, including minority and women businessowners, airport operators, corporate CEOs, government officials, and other aviation entities.

3. **Miami-Dade County Days**
Event title: **2005 Dade Days in Tallahassee**
Amount recommended: **\$ 5,000**

Miami-Dade Days provides a unique opportunity for participants, including local officials and community leaders to discuss legislative priorities with state legislators in an informal setting.

- 4. Airport Council International**
Event title: Conference
Amount recommended: \$ 10,000

The Miami-Dade Aviation Department will co-host numerous conferences with Airport Council International during this fiscal year. The conferences will enable Miami International Airport to promote itself to a large number of airports.

- 5. Caribbean Central American Action Conference**
Event title: The Miami Conference in the Caribbean
Amount recommended: \$ 5,000

This conference is held every year in Miami and provides a forum for deliberation on diverse policies and business issues in the countries of the Caribbean basin. CLAA is focusing on the vote from CARICOM member-countries to name Miami as the location for the Permanent FTAA Secretariat. Miami International Airport has strong interests in securing the Secretariat in Miami to maintain its position as the US air service gateway to Latin America and the Caribbean.

- 6. Miami-Dade County Aviation Department**
Event title: Inaugural for new airlines
Amount recommended: \$ 2,500

The Aviation Department will co-host inaugural ceremonies for new airlines servicing MIA with the respective airline.

- 7. Free Trade Area of the Americas (FTAA)**
Event title: Caribbean Symposium
Amount recommended: \$ 5,000

The FTAA Caribbean Symposium will promote Miami-Dade County as the viable candidate for the future Headquarters.

- 8. AAAE Conference**
Event Title: Customer Service & Volunteer Educational Conference
Amount recommended: \$ 2,500

This is an educational program for Customer Service and the Volunteer Program at airports. This conference will be held in Miami, Florida in 2008.

9. **MDAD - Office of Governmental Affairs**
Event Title: Florida Airport Council
Amount recommended: \$ 2,000

The Office of Governmental Affairs, in representing Miami International Airport, will co-sponsor the State Legislative Summit and the Washington Summit in 2008. Funding is requested at \$1,000 for each event.

10. **Miami-Dade County Aviation Department**
Event Title: Community Outreach Programs
Amount recommended: \$ 20,000

The Miami-Dade County Aviation Department, in accordance with FAA guidelines and the use of airport revenue to support community activities, is authorized to utilize airport revenue in support of community activities as long as such expenditures are directly and substantially related to the operations of the Miami International Airport and Miami-Dade County Aviation Department's five General Aviation airports. These expenditures will be documented and be subject to review on a case-by-case basis to insure compliance with FAA policies and procedures.

11. **Miami-Dade County Aviation Department**
Event Title: Air Cargo Americas
Amount recommended: \$ 50,000

This conference is held every other year and promotes the movement of trade between Miami and the world.

13. **Miami-Dade County Aviation Department**
Event Title: Security and Safety Meeting
Amount recommended: \$ 2,000

Meetings conducted by Miami-Dade Aviation Department at MIA to promote safety and security among union workers.

14. **Capital Improvement Program Events**
Event title: New MIA projects/inaugurations
Amount recommended: \$ 35,000

On going CIP projects at Miami International Airport like; South Terminal Grand Opening, Promotion of Central and North Terminals.

15. **Miami-Dade County Aviation Department**
Even title: Media Day
Amount recommended: \$ 2,000

This is a special event conducted by the Miami-Dade County Aviation department to gather all the local media to explain the development of the Capital Improvement Programs and how they can assist in reaching out to residents when utilizing Miami International Airport.

- 16. Miami International Airport/Terminal
Event title: Summer Travel Program
Amount recommended: \$ 1,000**

Miami International Airport will continue the Summer Travel Program by providing entertainment to for passengers during the heavily traveled summer months. This program is designed to brighten airport passengers and visitors experience while traveling through MIA.

- 17. Miami International Airport (MIA)
Event title: Airline Management Council Meeting Luncheon
Amount recommended: \$ 1,500**

This luncheon is conducted by Airlines Management Counsel Meeting, and hosted once a year by MIA.

- 18. The Latin Chamber Of Commerce (CAMACOL)
Event Title: Hemispheric Congress Sponsorship
Amount recommended: \$ 5,000**

This conference is held every year as a solid vehicle to establish international business ties worldwide. The mission of the Congress is to directly link businesses throughout the globe, promote Miami-Dade County and the State of Florida as the gateway to the Americas.

- 19. The Industrial Association of Dade County, (IADC)
Event Title: Round Table and breakfast
Amount recommended: \$ 2,500**

The Maintenance Division of Miami-Dade County Aviation Department will host the IADC breakfast on the second Friday of every month. This organization has become a respected voice on local issues, and governmental and regulatory issues affecting the industrial and commercial real estate industry and its affiliated service businesses. IADC Roundtable meetings provide an opportunity for members and guests to network with each other.

- 20. Miami-Dade Aviation Department
Event: Security Heroes Recognition Luncheon
Amount: \$ 5,000**

This program had been resurrected by Miami-Dade Aviation Department to recognize employees for outstanding performance in the area of security at Miami International Airport.

- 21. Miami-Dade County Aviation Department
Event: Survival Fire Drill
Amount: \$ 5,000**

The survival drill is conducted every-two years by The Fire Department of Miami-Dade County Aviation Department to review safety practices.

In summary, these events will provide Miami-Dade County's Aviation Department an excellent opportunity to showcase and promote Miami International Airport and its General Aviation airports. All promotional funds recipients will be required to comply with the requirements of Administrative Order 7-32 governing the expenditure of Miami-Dade County Aviation Department promotional funds, and with the Federal Aviation Administration's guidelines.