

MIAMI-DADE AVIATION DEPARTMENT PROMOTIONAL FUNDS**RECOMMENDED EXPENDITURES****Fiscal Year 2009-10**

The Budget Ordinance also includes recommendations for Aviation Department Promotional Fund Expenditures totaling \$177,761. 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. **Airports Council International (ACI)**

Event: Conferences

Amount recommended: \$8,261

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

2. **Caribbean Central American Action (CCAA)**

Event: Miami Conference on the Caribbean & Central America

Amount recommended: \$4,000

This conference is held every year in Miami and provides a forum for deliberation on diverse policies and business issues critical to the countries of Central America and the Caribbean basin. Miami International Airport has strong interests in these matters to maintain its position as the nation's air service gateway to Latin America and the Caribbean.

3. **Miami-Dade County Aviation Department (MDAD)**

Event: Inaugurals for new airlines

Amount recommended: \$2,500

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

4. **Free Trade Area of the Americas (FTAA)**

Event: Caribbean Symposium

Amount recommended: \$4,000

Participation in the symposium is recommended to promote MIA's position as a gateway to North America. In addition, Miami is still vying for selection as the permanent site of the FTAA Secretariat headquarters.

5. **Miami-Dade County Aviation Department (MDAD)**

Event: Community Outreach Programs

Amount recommended: \$25,000

MDAD, in accordance with FAA guidelines, will utilize airport revenues in support of community activities such as AFRICANDO as long as such expenditures are directly and substantially related to the operations of Miami International Airport and MDAD's General Aviation airports. These expenditures will be documented and reviewed on a case-by-case basis to ensure compliance with FAA guidelines.

6. **Foundation for Democracy in Africa (FDA)**

Event: US Africa Air Transportation Summit

Amount recommended: \$19,000

Miami is poised to be the gateway to the U.S. for Africa for air service development in conjunction with the FDA and as such, the major economic beneficiary from related future growth. Through the summit, Miami-Dade Aviation Department will continue to promote air service and cargo trade between the two continents via Miami International Airport.

7. **Airport Minority Advisory Council (AMAC)**

Event: Annual Airport Business Diversity Conference

Amount recommended: \$5,000

The AMAC promotes the full participation of minority and women-owned businesses in airport contracts and promotes the employment of minorities and women in the airport industry. On a yearly basis, MDAD pledges \$5,000 to the AMAC to sponsor their Annual Airport Business Diversity Conference. This sponsorship entitles MDAD to free conference registrations, a half page ad in the conference's journal, and an exhibit booth. The AMAC annual conference is co-sponsored by the FAA and has become one of the largest aviation conferences in the United States. The event brings together businesses, aviation professionals, government officials and individuals from around the country to discuss a variety of subjects ranging from how to do business at airports to public policy issues impacting the entire aviation industry.

8. **Miami-Dade County**

Event: Miami-Dade County Days in Tallahassee 2010

Amount recommended: \$3,000

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

9. **American Association of Airport Executives (AAAE)**

Event: Customer Service & Volunteers Educational Conference

Amount recommended: \$2,500

This is an educational program for Customer Service and the Volunteer Airport Ambassador Program at airports.

10. **Florida Airports Council (FAC)**
Events: 2010 FAC State Summit, the Washington Fly-in, and the FAC Annual Conference
Amount recommended: \$5,000

MDAD will co-sponsor the FAC State Legislative Summit, at which the Department will be represented by its Office of Governmental Affairs. The \$5,000 requested amount includes all the events.

11. **Capital Improvement Program (CIP)**
Events: Promotion/grand openings of completed MIA construction projects
Amount recommended: \$19,000

Ongoing CIP projects at Miami International Airport such as: North Terminal, Concession openings, March Spring Fling, promotion and grand openings of Central and North Terminals, etc.

12. **Miami-Dade County Aviation Department**
Event: Summer and Seasonal Travel Programs
Amount recommended: \$3,000

MDAD's Terminal Operations & Customer Service Division will continue the Summer Travel Program and Seasonal Travel Programs by providing entertainment to for passengers during the heavily traveled months. This program is designed to brighten airport passengers' and visitors' experience while traveling through MIA, thereby enhancing MIA's image and promoting repeat business.

13. **The Latin Chamber Of Commerce (CAMACOL)**
Event: Hemispheric Congress Sponsorship
Amount recommended: \$4,000

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.

14. **The Industrial Association of Dade County, (IADC)**
Event: Round Table and breakfast
Amount recommended: \$1,500

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.

15. **Miami-Dade County Aviation Department**

Event: Survival Fire Drill

Amount recommended: \$5,000

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

16. **World Trade Center Miami**

Event: Air Cargo Americas International Congress and Exhibition

Amount recommended: \$50,000

Air Cargo Americas is a forum for aviation executives to exchange views, develop strategies to enhance the growth of the air cargo industry in the Americas, and showcase the latest products and technologies. MDAD is on the Air Cargo Americas Steering Committee and will be hosting the 2009 show in November 2009.

17. **U.S. Dept. of Commerce-Minority Business Development Agency (MBDA)**

Event: National Minority Enterprise Development Conference (MEDWeek)

Amount recommended: \$4,500

MEDWeek is South Florida's annual Business Opportunity Conference & Matchmaker Expo for Small, Minority, Women & Veteran-Owned Businesses, government agencies, and corporations. The conference is sponsored by the US Department of Commerce and MDAD has been a participant from its inception.

18. **Miami-Dade County Aviation Department (MDAD)**

Event: Monthly Miami Airport Affairs Committee (MAAC) meetings

Amount recommended: \$5,000

The MAAC meetings are attended by the Aviation Director and other senior MDAD staff members. These meetings are held to discuss and address issues arising from MIA operations which directly impact the airlines; as well as provide answers to requests for information. These meetings are held in the Hotel MIA Conference Center and catered by the hotel.

19. **American Association of Airport Executives (AAAE) & Airport Minority Advisory Council (AMAC)**

Event: AAAE/AMAC 16th Annual Airports Economic Forum

Amount recommended: \$7,500

MDAD will provide a \$7500 sponsorship of the AAAE and AMAC's annual Airports Economic Forum. The forum is attended by airport representatives and aviation experts and presents up-to-date information on legislation, regulatory changes, and best practices from the nation's airports, successful large and small businesses, and legal and financial experts. Typically the forum attracts between 120 and 150 participants from across the nation to discuss and explore how to achieve economic success for U.S. airports.

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.