



MEMORANDUM

Agenda Item No. 5(B)

TO: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

DATE: April 6, 2010

FROM: R. A. Cuevas, Jr.
County Attorney

SUBJECT: Resolution approving the
renaming of Miami MetroZoo
to "Miami-Dade Zoological Park
and Gardens" after a public
hearing

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Chairman Dennis C. Moss.

R. A. Cuevas, Jr.
County Attorney

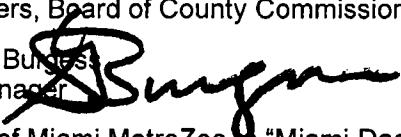
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Memorandum



Date: April 6, 2010

To: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

From: George M. Burgess
County Manager 

Subject: Renaming of Miami MetroZoo to "Miami-Dade Zoological Park and Gardens"

Recommendation

It is recommended that the Board approve the attached resolution authorizing the renaming of Miami MetroZoo to "Miami-Dade Zoological Park and Gardens".

Scope

Miami MetroZoo is located at 12400 SW 152 Street in Commission District 9. The Zoo is operated by the Park and Recreation Department (MDPR) and is open to all residents and visitors of Miami-Dade County. The impact of this agenda item is countywide.

Fiscal Impact/Funding Source

There is no fiscal impact to the County related to this name change.

Track Record/Monitor

N/A

Background

Miami MetroZoo, consistently rated one of America's top ten zoos, is the only zoo in a sub-tropic region of the continental United States. More than 800,000 visitors enjoy the Zoo annually; it has reached more than 15 million people of all ages since opening at its current location in 1981. Miami MetroZoo reaches a broad and diverse audience including local and statewide residents, as well as national and international visitors. Twenty-five percent of the Zoo's visitors are from outside Miami-Dade County, according to a 2005 study by Morey & Associates Marketing Researchers.

A new exhibit, Amazon and Beyond opened at MetroZoo on December 6, 2008. This new exhibit has 27 acres dedicated to the flora and fauna of tropical America. It features over 100 astonishing species with a total of over 600 new animals. Some of the featured animals in this exhibit include jaguars, anacondas, giant river otters and harpy eagles. This one exhibit is larger than most zoos in the nation. A world-class exhibit, Amazon and Beyond focuses local, national and international attention on Miami MetroZoo and consequently, on the State of Florida as a leader in conservation, education and cultural enrichment. It is the largest exhibit on tropical American flora and fauna in the United States and possibly the world.

As Miami MetroZoo celebrates its 30th Anniversary, the MDPR, Zoological Society of Florida and MetroZoo Oversight Board are recommending a renaming to adequately reflect its current operation as a world class zoo. The new name, "Miami-Dade Zoological Park and Gardens" is more consistent with that of other leading world-class zoos and it better encompasses the variety

Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners
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of flora and fauna found at MetroZoo. For marketing and recognition purposes in local, state-wide and international communities, the day to day name to be used will be "Zoo Miami".

Attachments



Alex Muñoz
Assistant County Manager

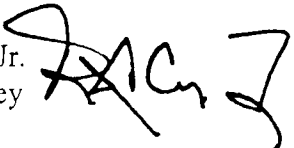


MEMORANDUM

(Revised)

TO: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

DATE: April 6, 2010

FROM: R. A. Cuevas, Jr.
County Attorney 

SUBJECT: Agenda Item No. 5(B)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's _____, 3/5's _____, unanimous _____) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 5(B)
4-6-10

RESOLUTION NO. _____

RESOLUTION APPROVING THE RENAMING OF MIAMI
METROZOO TO "MIAMI-DADE ZOOLOGICAL PARK AND
GARDENS" AFTER A PUBLIC HEARING

WHEREAS, Miami MetroZoo is a Zoological Park of national stature and recognition, and is consistently rated one of America's top ten zoos; and

WHEREAS, Miami MetroZoo is one of the County's most unique public assets and visitor attractions; and

WHEREAS, more than 800,000 visitors enjoy Miami MetroZoo annually, and more than 15 million people of all ages have visited the zoo since it opened at its current location in 1981; and

WHEREAS, Miami MetroZoo reaches a broad and diverse audience including local and statewide residents, as well as national and international visitors; and

WHEREAS, Miami MetroZoo's newest exhibit, Amazon and Beyond is the largest exhibit on tropical American flora and fauna in the U.S. and possibly the world with 27 acres featuring over 100 astonishing species, with a total of over 600 new animals; and

WHEREAS, Amazon and Beyond, larger than most zoos in the nation, focuses local, national and international attention on Miami MetroZoo, and consequently on the State of Florida, as a leader in conservation, education and cultural enrichment; and

WHEREAS, Miami MetroZoo will celebrate its 30th Anniversary on July 4, 2010; and

WHEREAS, the Park and Recreation Department, Zoological Society of Florida and MetroZoo Oversight Board jointly agree that renaming Miami MetroZoo to “Miami-Dade Zoological Park and Gardens” is the most appropriate way to commemorate this 30th Anniversary celebration of Miami MetroZoo; and

WHEREAS, the name “Miami-Dade Zoological Park and Gardens” is more consistent with that of other leading world-class zoos and better encompasses the variety of flora and fauna found at Miami MetroZoo; and

WHEREAS, the day to day name for the Zoo will be “Zoo Miami” for marketing and recognition purposes,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board:

Section 1. Approves the renaming of Miami MetroZoo as “Miami-Dade Zoological Park and Gardens” after a public hearing.

Section 2. Directs the Clerk of the Board to transmit a certified copy of this resolution to the United States Postal Service, and the following County Departments: General Services Administration, Traffic Signals and Signs Division of the Public Works Department, Land Development Division of the Public Works Department, Miami-Dade Police Department, and Miami-Dade Fire Rescue Department.

The Prime Sponsor of the foregoing resolution is Chairman Dennis C. Moss. It was offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

Dennis C. Moss, Chairman
Jose "Pepe" Diaz, Vice-Chairman

Bruno A. Barreiro
Carlos A. Gimenez
Barbara J. Jordan
Dorrin D. Rolle
Katy Sorenson
Sen. Javier D. Souto

Audrey M. Edmonson
Sally A. Heyman
Joe A. Martinez
Natacha Seijas
Rebeca Sosa

The Chairperson thereupon declared the resolution duly passed and adopted this 6th day of April, 2010. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.



Monica Rizo