

# MEMORANDUM

Supplement  
Agenda Item No. 11(A)(21)

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**TO:** Honorable Chairwoman Rebeca Sosa  
and Members, Board of County Commissioners

**DATE:** March 4, 2014

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

**SUBJECT:** Supplement regarding  
resolution directing County  
Mayor or designee to update  
County Logo and County Slogan

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**This supplement is submitted at the request of the Prime Sponsor to propose amendments to the item to clarify that slogan should also reflect the County as a municipal service provider and emphasize that the roll-out of the new slogan and logo will be cost neutral.**

The accompanying supplement was prepared and placed on the agenda at the request of Prime Sponsor Commissioner Juan C. Zapata.

  
\_\_\_\_\_  
R. A. Cuevas, Jr.  
County Attorney

RAC/cp

Approved \_\_\_\_\_ Mayor  
Veto \_\_\_\_\_  
Override \_\_\_\_\_

Supplement  
Agenda Item No. 11(A)(21)  
3-4-14

RESOLUTION NO. \_\_\_\_\_

RESOLUTION DIRECTING COUNTY MAYOR OR  
COUNTY MAYOR'S DESIGNEE TO UPDATE  
COUNTY LOGO AND COUNTY SLOGAN

**WHEREAS**, on April 13, 2004, the Board of County Commissioners accepted the County Manager's recommendation and adopted a "refreshed" County logo as the official County brand; and

**WHEREAS**, on May 11, 2004, the Board of County Commissioners adopted Resolution R643-04 directing the County Manager to use the "refreshed" County logo consistent with the County Branding Style Guide; and

**WHEREAS**, the 2004 branding efforts sought to consolidate more than 55 logos that were used by Departments throughout the County; and

**WHEREAS**, the 2004 branding efforts was also used to build local community confidence in County government; and

**WHEREAS**, it has been almost a decade since the County's current logo was "refreshed"; and

**WHEREAS**, other important cities throughout the World are refreshing their logos and brands so that they translate well into the new technological mediums that are changing every day as modes of communication and advertising; and

**WHEREAS**, a newly "refreshed" Miami-Dade County logo reflective of our vibrant international community and the current times will generate interest and international buzz and serve to promote Miami-Dade County as a destination; and

**WHEREAS**, the Board believes that there are advertising firms, public and private institutions and other civic minded individuals that will assist Miami-Dade County in designing a "refreshed" logo at no cost to the taxpayers; and

**WHEREAS**, a new logo can be phased in as stationary, business forms and other County assets are replaced, as well as through all new advertisements and construction signs for new capital projects, resulting in minimal or no additional costs to the County; and

**WHEREAS**, the County's current slogan of "Delivering Excellence Everyday" is a service motto to convey to our residents the County's commitment to quality services; and

**WHEREAS**, developing a new marketing slogan aimed at the millions of domestic and international tourists and business visitors that travel to and through our community every day will help our County in selling the image and message that we are a desirable international destination for business; and

**WHEREAS**, Miami-Dade County has a large fleet of vehicles which are moving billboards including light vehicle fleet, commercial trucks, buses and rail cars, which Internal Services Department staff can decal with the newly "refreshed" logo as the vehicles are retired from service and replaced with new vehicles,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that this Board directs the County Mayor or County Mayor's Designee to solicit designs for a newly "refreshed" County logo and a County slogan with the intent to market our County as a destination for business and tourism>>, as well as a municipal service provider,<<<sup>1</sup> and to present such "refreshed"

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<sup>1</sup> amendments are indicated as follows: Words stricken through and/or [[double bracketed]] are deleted, words underscored and/or >>double arrowed<< are added.

[[County]] logo>>, brand<< and ~~[[County—S]]~~slogan to the Board for ~~[[approval]]~~  
>>consideration<< within 120 days of the effective date of this resolution. In creating and  
evaluating the solicitation, the County Mayor or the County Mayor's designee shall consult with  
the Greater Miami Convention and Visitor's Bureau, the Greater Miami Chamber of Commerce  
and solicit in-kind support from local advertising firms. The Board further directs that, upon  
approval of the new County logo and County slogan, the County Mayor or County Mayor's  
designees begin phasing the new County logo>>, brand<< and ~~[[County]]~~ slogan into the use  
throughout the County ~~[[in a cost effective and efficient]]~~ manner>> that does not incur  
additional costs<<.

The Prime Sponsor of the foregoing resolution is Commissioner Juan C. Zapata. 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:

Rebeca Sosa, Chairwoman  
Lynda Bell, Vice Chair

Bruno A. Barreiro  
Jose "Pepe" Diaz  
Sally A. Heyman  
Jean Monestime  
Sen. Javier D. Souto  
Juan C. Zapata

Esteban L. Bovo, Jr.  
Audrey M. Edmonson  
Barbara J. Jordan  
Dennis C. Moss  
Xavier L. Suarez

The Chairperson thereupon declared the resolution duly passed and adopted this 4<sup>th</sup> day of March, 2014. 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.



Oren Rosenthal