

# MEMORANDUM

CRC

Agenda Item No. 2(E)

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


**DATE:** February 10, 2014

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

**SUBJECT:** Resolution directing the County Mayor to study data and undertake any necessary research in order to ascertain the economic impact on annual basis to Miami-Dade County of all major cultural, sporting, entertainment, political, educational, religious, and professional events and activities held in Miami-Dade County for the past five years

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The accompanying resolution was prepared and placed on the agenda at the request of Co-Prime Sponsors Senator Javier D. Souto and Commissioner Jean Monestime.

  
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R. A. Cuevas, Jr.  
County Attorney

RAC/smm



# MEMORANDUM

(Revised)

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

**DATE:** March 4, 2014

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

**SUBJECT:** Agenda Item No.

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 Mayor'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.

3-4-14

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

RESOLUTION DIRECTING THE COUNTY MAYOR OR MAYOR'S DESIGNEE TO STUDY DATA AND UNDERTAKE ANY NECESSARY RESEARCH IN ORDER TO ASCERTAIN THE ECONOMIC IMPACT ON ANNUAL BASIS TO MIAMI-DADE COUNTY OF ALL MAJOR CULTURAL, SPORTING, ENTERTAINMENT, POLITICAL, EDUCATIONAL, RELIGIOUS, AND PROFESSIONAL EVENTS AND ACTIVITIES HELD IN MIAMI-DADE COUNTY FOR THE PAST FIVE YEARS AND TO PROVIDE A WRITTEN REPORT WITH THE RESULTS OF SUCH STUDY TO THE BOARD AT THE MAY 20, 2014 BOARD MEETING

**WHEREAS**, according to the United States Census Bureau, Miami-Dade County had approximately 2.6 million residents in 2012; and

**WHEREAS**, in that same year, the Miami-Dade Convention and Visitors Bureau reported that Miami-Dade County received 13.9 million overnight visitors which in turn spent approximately \$21.8 billion in the County; and

**WHEREAS**, Miami-Dade County is home to three major professional sports teams- the Miami Dolphins, the Miami Marlins and the Miami Heat, which basketball team won the national championship in the National Basketball Association in 2012 and 2013, resulting in record sales and attendance at Heat games; and

**WHEREAS**, Miami-Dade County hosts one of the largest and most successful annual tennis tournaments in the world, the Sony Open Tennis Tournament, which draws thousands of international visitors every year; and

**WHEREAS**, within Miami-Dade County there resides a multitude of post-secondary educational facilities including, most notably, the University of Miami, ranked among the top 50 universities in the nation, Florida International University, South Florida's premiere public

research university, and Miami-Dade Community College, the nation's largest institution of higher education; and

**WHEREAS**, Miami-Dade County also is home to magnificent cultural institutions such as the Arsht Center for the Performing Arts, the South Dade Cultural Center, the New World Symphony, the new Perez Art Museum, the Miami Science Museum, Vizcaya, HistoryMiami, and the Bass Museum of Art; and

**WHEREAS**, Miami-Dade County uniquely hosts events that draws thousands, if not millions of participants and spectators every year, such as the Ultra Music Fest, Art Basel, and the South Beach Food and Wine Festival; and

**WHEREAS**, indeed, Miami-Dade County sees, on an annual basis, a whole host of cultural, sporting, entertainment, political, educational, religious, and professional events that attract local, state, national, and international visitors and money; and

**WHEREAS**, it is in the best interest of Miami-Dade County to foster these events and institutions that host, house and promote them in order to maintain and increase the economic impact of these activities in the County and the first step in doing so is to ascertain the extent of the economic impact of these events and activities,

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA**, that this Board directs the County Mayor or Mayor's designee to study data and undertake any necessary research in order to ascertain the economic impact on an annual basis to Miami-Dade County of all major cultural, sporting, entertainment, political, educational, religious and professional events and activities held in Miami-Dade County for the past five years and to provide a written report with the results of such study to the Board at its May 20, 2014 meeting.

The Co-Prime Sponsors of the foregoing resolution are Senator Javier D. Souto and Commissioner Jean Monestime. 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.



Monica Rizo