MEMORANDUM

Agenda Item No. 11(A)(9)

TO:	Honorable Chairwoman Rebeca Sosa and Members, Board of County Commissioners	**DATE:**	September 3, 2014
FROM:	R. A. Cuevas, Jr. County Attorney	**SUBJECT:**	Resolution directing the Mayor to evaluate the marketing benefits to Miami-Dade County for hosting a Super Bowl and to present a report of those findings to the board within sixty (60) days

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

R. A. Cuevas, Jr.
County Attorney

RAC/lmp

MEMORANDUM
(Revised)

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

DATE: September 3, 2014

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

SUBJECT: Agenda Item No. 11(A)(9)

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. 11(A)(9)
9-3-14

RESOLUTION NO. _____

RESOLUTION DIRECTING THE MAYOR OR MAYOR'S DESIGNEE TO EVALUATE THE MARKETING BENEFITS TO MIAMI-DADE COUNTY FOR HOSTING A SUPER BOWL AND TO PRESENT A REPORT OF THOSE FINDINGS TO THE BOARD WITHIN SIXTY (60) DAYS

WHEREAS, the National Football League's Super Bowl is arguably this nation's premier annual sporting event; and

WHEREAS, recent Super Bowls have each been watched by more than 100 million American viewers and approximately 800 million to 1 billion viewers worldwide; and

WHEREAS, to put these television ratings into perspective, the previous five Super Bowls are the five most-watched events in American television history; and

WHEREAS, these record-setting viewership ratings have caused advertising during the Super Bowl to become the most expensive block of commercial airtime in the United States where the average cost for a thirty-second advertisement during the past two Super Bowls has slightly exceeded $4 million; and

WHEREAS, those television ratings also provide the community hosting a Super Bowl considerable media attention both during the game and during the two-weeks of festivities that precede it; and

WHEREAS, Miami-Dade County has a proven track record of successfully hosting the Super Bowl, and it is tied with New Orleans for having hosted the most Super Bowls of any community; and

WHEREAS, these events have provided a boost to Miami-Dade County's tourism industry and local economy by bringing in approximately 130,000 people and generating, by some estimates, more than $400 million to South Florida; and

WHEREAS, Miami-Dade County recently approved a program that will provide certain limited performance-based grants to South Florida Stadium LLC—the owner and operator of Sun Life Stadium—for hosting marquee, tourism-generating sporting events, such as the Super Bowl, World Cup, or College Football National Championship Game; and

WHEREAS, this Board believes that it would be beneficial to evaluate the amount of Super Bowl airtime that is regularly dedicated to highlighting the host community and to ascribe a value to that media exposure,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board directs the Mayor or the Mayor's designee to prepare a report that will evaluate the marketing benefits to Miami-Dade County for hosting the Super Bowl. Specifically, the report should analyze the 2014 Super Bowl in New Jersey, the most-recent Super Bowl that was held in Miami-Dade County in 2010, and the amount of television coverage/airtime that was dedicated to footage or discussion of the respective host community (including, but not limited to, cutaways or tracking shots of the local skyline, major attractions, or other prominent locales) during the respective Super Bowl telecast. The report should then assess what the estimated cost would have been to Miami-Dade County if it had attempted to purchase that same amount of airtime at the average advertising rates for each respective Super Bowl. The County Mayor shall submit and present the report to this Board within sixty (60) days from the effective date of this resolution.

The Prime Sponsor of the foregoing resolution is Commissioner 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:

Rebeca Sosa, Chairwoman
Lynda Bell, Vice Chair

Bruno A. Barreiro	Esteban L. Bovo, Jr.
Jose "Pepe" Diaz	Audrey M. Edmonson
Sally A. Heyman	Barbara J. Jordan
Jean Monestime	Dennis C. Moss
Sen. Javier D. Souto	Xavier L. Suarez
Juan C. Zapata	

The Chairperson thereupon declared the resolution duly passed and adopted this 3rd day of September, 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. MBV

Michael B. Valdes