MEMORANDUM

Agenda Item No. 11(A)(36)

TO:	Honorable Chairman Jean Monestime and Members, Board of County Commissioners	**DATE:**	October 6, 2015
FROM:	R. A. Cuevas, Jr. County Attorney	**SUBJECT:**	Resolution directing the County Mayor to include provisions in all contracts for the use of the Ronald Reagan Equestrian Center at Tropical Park requiring the identification of the event venue by name in all marketing materials

This item was amended at the 8-25-15 Unincorporated Municipal Service Area Committee to remove the requirement that the County assess $100 in liquidated damages against any vendor that violates the marketing requirement imposed by this resolution.

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Senator Javier D. Souto.

R. A. Cuevas, Jr.
County Attorney

RAC/smm

MEMORANDUM

(Revised)

TO: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

DATE: October 6, 2015

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

SUBJECT: Agenda Item No. 11(A)(36)

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)(36)
10-6-15

RESOLUTION NO. _____

RESOLUTION DIRECTING THE COUNTY MAYOR OR MAYOR'S DESIGNEE TO INCLUDE PROVISIONS IN ALL CONTRACTS FOR THE USE OF THE RONALD REAGAN EQUESTRIAN CENTER AT TROPICAL PARK REQUIRING THE IDENTIFICATION OF THE EVENT VENUE BY NAME IN ALL MARKETING MATERIALS

WHEREAS, the Ronald Reagan Equestrian Center (the "Equestrian Center"), located in Tropical Park, is a full-service equestrian facility that hosts more than 36 shows per year; and

WHEREAS, the improvements to the Equestrian Center were constructed at substantial County expense—approximately $6.3 million—in part with the intention of attracting top-flight agriculture, horse, and cattle events from around the world; and

WHEREAS, one such event was the 2013 CONFEPASO (Confederation of Paso Fino) event, which brought hundreds of horses from many countries in the Caribbean and Central and South America, along with thousands of spectators who viewed the event, in person and via internet streaming; and

WHEREAS, in addition to the CONFEPASO event, the Equestrian Center has hosted a multitude of other events—including the annual Miami International Agriculture, Horse and Cattle Show—that draw animals and people from diverse parts of the world; and

WHEREAS, in connection with those events and similar events of both a larger and smaller scale, the County, through its Parks, Recreation and Open Spaces Department, enters into agreements for the temporary use of the Equestrian Center with event organizers; and

WHEREAS, in order to raise the global profile of the Equestrian Center; acknowledge the County's substantial contribution to the day-to-day management of and, indeed, the very existence of the Equestrian Center; promote Miami-Dade County as an agricultural center; and

ensure that event organizers come to associate the Equestrian Center with other similar facilities in the world that are suitable for the hosting of national and international agriculture and animal husbandry events, this Board desires that all marketing materials for events taking place at the Equestrian Center prominently acknowledge that the events are taking place at the Ronald Reagan Equestrian Center at Tropical Park in Miami-Dade County,

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

Section 1. The foregoing recitals are incorporated herein and adopted by this Board as true and correct.

Section 2. This Board directs the County Mayor or Mayor's designee to include in all agreements for the use of the Equestrian Center contractual provisions that [[~~: (a)~~]][1] require event organizers to include a prominent acknowledgement in any marketing materials produced for events taking place at the Equestrian Center that the event occurred at the Ronald Reagan Equestrian Center at Tropical Park in Miami-Dade County, Florida [[~~("Marketing Requirement"); and (b) provide for the assessment of liquidated damages of $100.00 for each breach of the Marketing Requirement as an acknowledgement of the fact that damages from the breach of the Marketing Requirement are not readily ascertainable and the aforementioned liquidated damages amount is not grossly disproportionate to the damages reasonably expected to flow from the breach of the Marketing Requirement~~]].

The Prime Sponsor of the foregoing resolution is Senator Javier D. Souto. 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:

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

Jean Monestime, Chairman
Esteban L. Bovo, Jr., Vice Chairman

Bruno A. Barreiro	Daniella Levine Cava
Jose "Pepe" Diaz	Audrey M. Edmonson
Sally A. Heyman	Barbara J. Jordan
Dennis C. Moss	Rebeca Sosa
Sen. Javier D. Souto	Xavier L. Suarez
Juan C. Zapata	

The Chairperson thereupon declared the resolution duly passed and adopted this 6th day of October, 2015. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this Resolution and the filing of this approval with the Clerk of the 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. MAG

Miguel A. Gonzalez