MEMORANDUM

Agenda Item No. 11(A)(17)

TO:	Honorable Chairman Jean Monestime and Members, Board of County Commissioners	**DATE:**	March 8, 2016
FROM:	Abigail Price-Williams County Attorney	**SUBJECT:**	Resolution directing the County Mayor to study the creation of a "Made in Miami" marketing program to promote local companies and local products and to present a report to the Board containing a proposed implementing order establishing such program or other appropriate recommendation

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Senator Javier D. Souto, and Co-Sponsors Commissioner Daniella Levine Cava, Commissioner Dennis C. Moss and Commissioner Rebeca Sosa.

Abigail Price-Williams
County Attorney

APW/smm

MEMORANDUM

(Revised)

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

DATE: March 8, 2016

FROM: Abigail Price-Williams
County Attorney

SUBJECT: Agenda Item No. 11(A)(17)

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**

_____ **Statement of social equity 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)(17)
3-8-16

RESOLUTION NO. _____

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO STUDY THE CREATION OF A "MADE IN MIAMI" MARKETING PROGRAM TO PROMOTE LOCAL COMPANIES AND LOCAL PRODUCTS AND TO PRESENT A REPORT TO THE BOARD CONTAINING A PROPOSED IMPLEMENTING ORDER ESTABLISHING SUCH PROGRAM OR OTHER APPROPRIATE RECOMMENDATION

WHEREAS, Miami-Dade County has a diverse economy consisting of local businesses which produce a myriad of products and services; and

WHEREAS, the creation and retention of businesses located within the County fosters economic and employment opportunities in the County and generates a substantial increase in the tax base; and

WHEREAS, Miami-Dade County has a highly skilled workforce which produces high quality products that are sold across the country and across the world; and

WHEREAS, this Board desires to ensure that local businesses producing locally made products are recognized for the high quality work that they produce; and

WHEREAS, the County's creation of a "Made in Miami" seal which may be used, upon payment of a fee, by local businesses to market their high quality products around the world would serve to better promote local businesses; and

WHEREAS, the Board desires that the County Mayor or County Mayor's designee study the creation of a "Made in Miami" marketing program and propose an implementing order to the Board to adopt such policy,

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

Section 1. The County Mayor or County Mayor's designee is directed to study the creation of a "Made in Miami" marketing program including: (1) the creation and potential trademark of a seal using the "Made in Miami" branding; (2) a plan to promote the "Made in Miami" seal to local companies for use in product marketing; (3) the potential for charging a fee to defray the costs of the program and otherwise promote local businesses; (4) the potential for using such fee for grants to new local businesses; (5) the potential demand for the use of a "Made in Miami" seal; and (6) the potential costs and legal issues associated with a "Made in Miami" marketing program.

Section 2. The County Mayor or County Mayor's designee shall provide a report to this Board detailing the results of such study and shall recommend either a proposed Implementing Order to establish a "Made in Miami" program or other such appropriate recommendation not later than 90 days following the effective date of this resolution. The completed report and recommendation shall be placed on an agenda of the Board pursuant to Ordinance No. 14-65.

The Prime Sponsor of the foregoing resolution is Senator Javier D. Souto, and the Co-Sponsors are Commissioner Daniella Levine Cava, Commissioner Dennis C. Moss and Commissioner Rebeca Sosa. 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:

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 8th day of March, 2016. 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.

Oren Rosenthal